

	Max.	Min.
Wednesday, April 29	79	50
Thursday, April 30	77	53
Friday, May 1	80	44

The Desert Sun

and PALM SPRINGS NEWS

TWENTY-SIXTH YEAR

Published

Mondays and Thursdays
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VOL. XXVI, NO. 62

TWO SECTIONS.

Ten Pages

Palm Springs, California, Monday, May 4, 1953

Single Copy 10c



(Desert Sun Photo)
HAPPY DAYS—"Gee, I got a lot of friends!" said Dick McFarland, right, who licked polio and was the center of a presentation ceremony at Nellie Coffman school Thursday. Rosalind Slatten and Sherry Morris are making the presentation.

May 26 Final Day to File for P. O. Position

Examination for the postmaster of the Palm Springs post office will be open for receipt of applications until May 26, the United States civil service commission announced Friday.

The position pays \$5970 per year.

The examination will be conducted under the new, more exacting eligibility requirements recently agreed upon by the commission and the post office department.

ALL PREVIOUSLY existing postmaster examinations for first, second and third class post offices and lists of eligibles were cancelled.

The higher standards of eligibility were prescribed for filling the more than 1700 vacant positions throughout the country.

The commission is taking all possible steps to encourage well qualified persons to apply for the examination. It was announced at Washington.

COMPETITORS for the Palm Springs postmaster vacancy must have at least three years experience showing they have the ability to direct, manage and operate efficiently the work of a large business organization.

They must demonstrate leadership qualities and ability to direct relatively large groups of people through intermediate supervisors, the commission's notice set forth.

They must also show that they can deal agreeably and effectively with the public.

THERE IS NO WRITTEN examination for the position. Applicants will be rated on evaluation of their business or professional experience, training and general fitness for the position.

There is a one-year residence requirement and applicants must be at least 30 years of age and not more than 62.

Complete information about examination requirements and instructions for filing applications may be obtained at the post office. They must be received by the U. S. Civil Service Commission, Washington, D. C., 25, no later than May 26.

The position to be filled was vacated recently by R. M. (Pop) Gorham, Merritt Williams is now acting postmaster.

This Side of The Sun

By Phat

IT'S THAT TIME The whine of the saw, the bang of the hammer, the music to village hoisters. But I wish they would wait until after sun-up.

And not compete with the roosters.

That time of the year is here again. When eager builders, taking advantage of every minute of light, start their sawing and hammering at the crack of dawn. There's a city law which says that loud industrial noises are barred before a certain hour in the morning and after a certain hour at night.

But I wish they would wait until after sun-up or early.

See THIS SIDE, Page 3-a

CLASSMATES CELEBRATE VICTORY OVER POLIO

(Dickie McFarland, son of Mr. and Mrs. Charles McFarland, stricken by polio early this year, is practically fully recovered, walking and running around as usual. His illness had a deep effect on his classmates at Nellie Coffman Junior high and Thursday they celebrated his recovery with a presentation to show their affection and Friday noon his class held an ice cream party hosted by his mother. The children handled all the details of the "Cookies for Dickie" event, even to writing the story about the affair. One of his classmates told about it as printed below. Ed. Note.)

When Dickie got sick, since we all liked him so much, we decided to give him a gift. But we wanted to earn the money by ourselves. So everyone brought cakes, cookies and punch to the high school cafeteria. On Mondays, Wednesdays and Fridays, we sold cookies. On Tuesdays and Thursdays we sold cakes. We sold punch every day. Everyone in class brought something. We had the sale for a week. Everyone in the class made posters.

They told where the sale would be and how much everything would cost. The sale was such a huge success that we raised more than we needed. So we are going to buy something for the school with the money we have left after we bought the Erecto set.

Haig Harris, our class chairman and Rosalind Slatten, our vice chairman, were in charge of the sales and Miss Marvyl Haven, our teacher, helped make it possible. Sherry Morris and the rest of the class helped a lot, too.

Four Entrants in Jaycee Plane Contest, Killed

Four persons participating in the cross-country flight from Philadelphia to Palm Desert Airpark were killed Wednesday when their plane crashed in a blinding sandstorm on Webb Air Force Base near Big Spring, Texas.

The plane—piloted by Dr. Raymond Witt of Auburn, Massachusetts—was one of 43 private planes participating in the flight sponsored by the Philadelphia Junior Chamber of Commerce.

The other dead, besides Dr. Witt, were: Witt's wife, Gertrude; Floyd Belanger, Worcester, Massachusetts, policeman; and Bruce F. Henderson, Worcester bus driver.

New Service

Library to Loan Records, too

An added service will soon be offered by the Welwood Murray Memorial Library—lending phonograph records. Librarian Dorothy L. Bear announced today. Records will be purchased, but to insure success of the program it will be necessary to ask donations of records. Preferred are semi-classical, light opera and musical comedy.

A committee will be formed in the near future to plan the new service. Suggestions are also asked from the public.

A small fee will be charged

Mystery

Whole Town on Job with Reports

It's still a mystery—with the "whole population of Palm Springs" wondering what happened.

Police Desk Clerk Erlene Rau, on the daily report of events, noted that "Officer James Clarkson (plus the whole population of Palm Springs) reported flashing lights on the skyline trail."

No campers had reported that they were going to make the trip, but a check of the signals indicated that everything was O. K.

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Hotel Men Ask C. of C. Shake-Up

Down-Town City Landmark Sold

Scene of First Activity Here in New Hands

Goldstone Sells Large Holdings to Chicago Man

The last large parcel of undeveloped property on downtown Palm Canyon drive, extending north from Tahquitz drive to the Bank of America and east to Indian avenue, has been sold by Phil Goldstone to A. M. Lieblich of Chicago.

Sale price was in excess of \$300,000.

The property is one of the landmarks of the city, being the site where the first hotel in Palm Springs was constructed in 1886 by Dr. Welwood Murray. It has since been demolished.

PALM SPRINGS' most exclusive business district grew up around this corner and today it is considered one of the choicest business corners in the city. And Lieblich, who owns business properties throughout the country, has already started plans for extensive business development of the block.

Goldstone, prominent motion picture producer and director of Hollywood, sold the property reluctantly after he found that his activities did not allow him the time to develop it.

THE PROPERTY now contains a beautiful oasis garden of fine trees and stately palm trees, together with imported shrubbery and flowers which were all planted by Dr. Murray when he owned and operated the Palm Springs hotel. A wall extends around much of the park-like property, with the entire Indian avenue side being enclosed.

Dr. Florilla White purchased the property in 1914, and she and her sister, Miss Cornelia White, resided there until Dr. White's death in 1943. Goldstone purchased the land in 1944.

SEVERAL SMALL commercial buildings have been erected on the Palm Canyon frontage, under a lease arrangement.

The deal was handled for both buyer and seller by Muriel E. Fulton, local realtor.

Returned to Village

Stewart M. Rollins of Santa Rosa was returned here Friday by Officer Robert White to face charges of issuing bad checks.

Rollins was arrested by Santa Rosa authorities on a warrant issued by Palm Springs police department.

School Program Against Tobacco, Narcotics Outlined

The problem of smoking and narcotic education is a continuous effort at Palm Springs high school throughout the school year. Dr. Arthur G. Hoff, schools superintendent, reported today.

Besides education, an effective enforcement program has been developed.

The best known facts to date about smoking and narcotics are taught in science classes, health and physical education classes as a part of the regular course of study. In addition, incidental teaching is done by all instructors.

ADMINISTRATORS, teachers and pupils are continuously vigilant in preventing smoking on the school grounds, with the student council playing an important role in the campaign. Dr. Hoff said.

Procedure in the prevention of smoking on the school grounds and school buses is very comprehensive.

First, at the beginning of the school year, the problem is exhaustively discussed in general assemblies, all physical education classes, and boys and girls league meetings.

Provisions of the school code with regard to smoking are printed in the Student Handbook, which is given to each student.

WHEN A PUPIL is reported to have tobacco in his possession, and school buses is very comprehensive.

Provisions of the school code with regard to smoking are printed in the Student Handbook, which is given to each student.



SUMMONED — John S. Lapp, 74, of Palm Springs and LeRoy, New York, noted industrial executive, who died at his home here Friday.

John S. Lapp, 74 Winter Resident Taken by Death

John Stephen Lapp, 74, a winter resident here for the past 10 years, died at his home at 2196 Camino Barranca at 4:35 p. m. Friday, following a lingering heart ailment of one month's duration.

At his bedside at the time were his wife, Helen, and two sons, Wendell and Sumner P. Lapp, both of LeRoy, New York.

Lapp was chairman of the board of directors of the Lapp Insulator company of LeRoy, New York. He founded the company in 1916.

Survivors besides his widow and two sons, Wendell and Sumner, are two more sons, Rudolph, also of LeRoy, and Dean of Caledonia, New York, and a daughter, Mrs. Richard Walte of Rochester, New York.

The remains were shipped by airplane to LeRoy Saturday evening, and the family returned there Sunday. Wiefels and Son Mortuary was in charge of local arrangements.

Funeral services will be conducted in LeRoy, and at the same time memorial services will be held in St. Paul's in the Desert Episcopal church, with the Rev. William Blonden officiating. L. A. Steuber and Son Mortuary will be in charge of services in LeRoy, with interment following in Mashpelah cemetery in that city. Probable date of services is Wednesday or Thursday.

Stiff Penalty

Youth Who Led Wild Chase, Fined

Reckless driving doesn't pay. That could be the admonition given today by the Village youth who led Palm Springs Police Officer Alex Budsey on a 23-minute chase to Desert Hot Springs April 18, at speeds ranging from 80 to 90 miles per hour.

The youth ignored all signals to stop by Officer Budsey, and in an effort to elude him in Desert Hot Springs almost overturned his car twice.

The youth appeared before Judge Eugene Theriault in court, entered a plea of guilty, and received one of the most severe penalties meted out to a reckless driver.

His sentence included 30 days in the county jail, suspended on condition that he not violate the law for one year; was fined \$100 and his driver's license was suspended for a period of 30 days.

Ask Contract of Dunkerley be Terminated

Charge Results of Activities Not as They Should be

Governing directors of the Palm Springs Hotel and Apartment association, in a resolution unanimously adopted at a luncheon meeting Thursday, recommended to Palm Springs Chamber of Commerce that William J. Dunkerley's contract for the management of the latter organization not be renewed.

The resolution, formally signed by the secretary of the hotel association, Edna Keefe, was mailed Saturday to the president of the Chamber of Commerce, Frank R. Prince, who was urged in the resolution, to acquaint directors of the organization he heads, with the resolution.

EDDIE DAVIDSON, president of the hotel association who presided at the luncheon meeting, explained the reasoning which led to the adoption of the resolution.

"It is the strong belief of directors of the Palm Springs Hotel and Apartment association that nothing progressive has resulted for the good of Palm Springs in the management of the Palm Springs Chamber of Commerce under its present director."

"But that was only one of the factors which led to the adoption of the resolution," Davidson said. "Another important point of discussion is the apparent failure of the 'Build for Tomorrow' program instituted by the Chamber. This, to the members of my board of directors, indicates lack of faith in the management of the Chamber of Commerce."

"MOST IMPORTANT of all, however," said Davidson, "was the unanimous agreement that the thousands of dollars given the Chamber of Commerce for promotion of Palm Springs are being dissipated from year to year without apparent results."

"It is the belief of the directors of the hotel association that the Chamber of Commerce cannot properly function without the support of the Palm Springs Hotel and Apartment association."

"I wish that it be known, however, the personal integrity of William Dunkerley or his desire to do a good job, is not impugned by the resolution."

"THE DIRECTORS of the Palm Springs Hotel and Apartment association desire a strong and active Chamber of Commerce and they do not believe that it can be accomplished under the present management."

Annual meeting of the Palm Springs Hotel and Apartment association is scheduled for Tuesday in the Starlite Room of the Chi Chi. At that time eight new directors will be elected. Several of the incumbent directors are running for re-election. It was announced. Seven holdover directors will remain on the board although there is a possibility that one or two may resign for various reasons which only include press of private business and the sale of property which originally qualified the member to a seat on the director's board.

There is another and even more serious factor. It is the way injuries have been awarding damages for injuries sustained in auto accidents. Jurors assume that all motorists are covered by insurance and it is the insurance company, not the car owner, who pays. Personal injury specialists — who work on a 40 percent contingency fee — have developed all sorts of tricks to influence juries. The net result is that awards have been getting higher and higher for the same type of injury.

Motorists can help bring insurance rates down by driving more carefully. Judges can curb excessive awards. Bar associations can be on guard against courtroom abuses and exorbitant contingent fees. Auto dealers can check the man in their service departments who estimate the cost of repairs for which insurance claims are to be filed.

The motorist can take note of causes which are not his own fault and join in a campaign to prevent excessive awards and exorbitant repair charges; he can help discourage over-ambitious personal injury specialists and encourage judges who reduce excessive awards by over-generous juries. Only in this way will auto insurance rates be reduced — or perhaps prevented from going even higher.

Bribe Case Still Moving Slowly

Trial of four suspects, indicted by the grand jury on counts of attempting to bribe Sheriff Joe Rice to permit gambling in the Palm Springs area, ended its third week Thursday with only two witnesses on the stand so far. And one of them was still on the stand when the sessions recessed until Tuesday.

Sheriff Rice was the first witness and when the defense refused to cross-examine, Robert Franks, Villager, was called as the state's star witness.

Since he concluded his direct examination he has been under fire of defense attorneys who have attempted to discredit his testimony.



BUYS HOME HERE — L. E. Owens, recognized throughout the United States as one of the outstanding newspaper publishers in the county, has purchased a home at 355 Via Las Palmas.

LEADING U.S. PUBLISHER NOW VILLAGE RESIDENT

L. E. Owens, one of the foremost newspaper publishers in the United States for many years, has removed himself from his visitor's status and has become a property owner and resident here.

Owens this month purchased the residence at 355 Via Las Palmas, and took immediate possession. He had leased a home in the Village for the previous two months, and prior to that had been a visitor here many times. Mrs. Mildred E. Jackson, associated with Harold Hicks, realtors, represented both buyer and seller.

ORIGINAL PLANS this Winter called for Owens to go to Acapulco, the noted Mexican resort town, but en route he stopped in the Village for a short time, and after going to the seashore resort and spending three to four days there, returned to Palm Springs.

Palm Springs was more impressive this year than in any other time during his visits here, Owens reported.

The most outstanding feature to be noted is the enormous growth of the town—both in home development and the many new, beautiful stores that line the streets, he commented.

AND THIS DEVELOPMENT isn't over—in the opinion of the man who has been watching many cities develop and his

newspapers develop with them. "This development will continue—and continue with quite a rapid pace for many years," Owens said.

"The accessibility of Palm Springs to the people of the West Coast will make it increasingly attractive as a resort," he explained, and added that "modern living improvements will make living in Palm Springs so much more practical for a greater number of months of the year, rather than the earlier years when it was popular for only a few months."

OWENS HIMSELF expects to spend the greater part of every Winter season here. This year he will remain for only two more weeks, due to previous commitments.

And his three sons and daughter will be frequent visitors here next year, as they were this year.

His oldest son, Lee and his wife have a sentimental attachment for Palm Springs anyway. They were married here in February, 1952, just prior to his graduation from the University of California with a master's degree.

ANOTHER SON, Owen, will be graduated May 10 from Santa Clara, and a third, Peter, is a senior at Piedmont high school, where his father is a resident. A

See OWENS, Page 3-a

The PUBLISHER'S Corner

by OLIVER B. JAYNES

HAVE YOU COMPLAINED about the high cost of automobile insurance these days? This is one increase in the cost of living that is not due altogether to inflation. The victim in most cases has himself to blame . . . and it is one item about which he can do something.

Auto insurance rates are determined by the loss claims which the insurance companies have to pay. You pay the rate that is made necessary by the accident record of the motorists in your territory. There has been an increasing frequency and severity of accidents in recent years. Motorists just aren't as careful as they used to be and they are paying dearly for their carelessness. Exorbitant charges on the part of some auto repair shops has made matters all the worse.

There is another and even more serious factor. It is the way injuries have been awarding damages for injuries sustained in auto accidents. Jurors assume that all motorists are covered by insurance and it is the insurance company, not the car owner, who pays. Personal injury specialists — who work on a 40 percent contingency fee — have developed all sorts of tricks to influence juries. The net result is that awards have been getting higher and higher for the same type of injury.

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Must Stay Away

Luther Bartlett, 28, was fined \$5 by Judge Eugene Theriault, with the fine suspended on condition that he remain out of Palm Springs for two years, after a hearing on a charge of indecent exposure.

Bartlett was arrested by local officers at the intersection of Andreas and Indian, at 1:15 a. m.

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Hearing Aid users will be pleased to learn that we now carry a complete line of Hearing Aid Batteries. It is no longer necessary to obtain batteries from "hard to reach" sources. Visit our Hearing Aid department at your first opportunity. See our "AUDIOTONE" Hearing Aids, too. WE ARE HAPPY TO OFFER THIS COMPLETE BATTERY SERVICE FOR THE CONVENIENCE OF HEARING AID USERS.

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SIGNATURE OF APPLICANT _____ ADDRESS _____

Above is a SAMPLE of the Official Entry Blank which may be obtained, along with full information—without obligation, at STACK CHEVROLET, 330 Sunny Dunes Road.

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Anderson Wins in Legal Contest Over Realty Deal

Judge Francis Estudillo in Riverside Municipal court this week handed down a decision in favor of Guy Anderson, former Palm Springs realtor.

Basis for the suit arose from a real estate transaction in 1948 wherein the plaintiff, Guy Anderson, had succeeded in obtaining a purchaser for the Sunny Sands hotel for the defendant, John Hedrick, while holding a 10-day exclusive listing for the sale of the property.

Hedrick refused to complete the transaction, his reason being that another deal had developed which he liked better, Anderson claimed.

Judge Estudillo, in rendering his decision, awarded Anderson the full commission of \$3000 which he would have received, plus interest on that amount for the five-year period.

Anderson was represented by Attorney Roy W. Colegate.

OWENS

daughter, Mrs. Ronald J. Vincent, also resides in Piedmont. Mr. and Mrs. Vincent are now returning from a trip to New York, and will arrive here May 7 for a week's visit.

His wife, Mrs. Marie R. Owens, from whom he is divorced, now resides in St. Paul, Minnesota. Owens is publisher of only one paper now, the Richmond Independent of Richmond, California, but holds extensive interests in newspapers throughout the country.

He's had an outstanding career in the newspaper business, following his graduation from the University of Minnesota with an engineering degree.

BEFORE ENTERING business for himself, he was production manager of the Minneapolis Tribune, Louisville Courier Journal and Times, New York World and Journal of Commerce.

In 1927 he joined the Ridder Brothers, noted newspaper owners, in the purchase of the St. Paul Pioneer Press and Dispatch, and they formed the Northwest Publications, Inc. He served as publisher of the St. Paul papers and president of Northwest Publications from 1927 until 1939, when he became the West Coast to live, settling in Carmel.

OWENS AND HIS FAMILY still hold substantial interests in Northwest Publications, which now owns the St. Paul and Duluth newspapers, the Mercury Herald of San Jose, California, Grand Forks, North Dakota, Herald, and radio and television interests in Minneapolis.

In 1942, Owens purchased three newspapers in Texas, in Brownsville, Harlingen and McAllen, which he operated until 1952. Six years ago, he also purchased the Richmond Independent, which he still owns.

OWENS ALSO is connected with Brown Industries, Inc., which has interests in the Fontana and La Mesa newspapers, and now is constructing a television station at Stockton, California, which will be operated by San Joaquin Telecasters of Stockton.

This station is expected to be in operation by September.

Kindergarten Club Stages Annual Children's Picnic

Annual Frances Stevens Kindergarten picnic sponsored by the Kindergarten Mothers club was held Friday afternoon after school, with more than 100 in attendance.

Parents and other members of the families attended the picnic, which also included a "grab bag" and cake sale.

Mrs. Helen Peterson is kindergarten teacher, Mrs. Helen Warner was picnic chairman, and Mrs. Al Bergman co-chairman.

County Schools Stage Exhibit at Cabazon May 6

The first annual equipment and materials exhibit of audio-visual materials will be held Wednesday from 4 until 9 p. m. at the Cabazon elementary school by the Riverside County Association for Instructional Materials.

The program is being planned for administrators, members of boards of education, teachers, PTA members, church and civic groups.

SOME 1500 PERSONS from Riverside county are expected to attend the exhibit, according to Dennis Bivorse, superintendent of the Cabazon elementary school.

Cabazon, he said, was selected for the exhibit since it was the most central location in the county.

If arrangements can be completed, there will be an exhibit of the latest in 3-dimensional sound.

AT THE EXHIBIT will be a comparison of the makes and types of audio-visual equipment; plans for budgeting needs, preview of new materials; a special demonstration of the uses of the tachistoscope; materials which are available from the county office; plans for long range instructional materials program.

Salesmen will be on hand to explain their equipment and make future appointments with those who desire. Arrangements may also be made for competitive demonstrations at individual schools.

The basis of the exhibit is to show how audio-visual education can help both school and community groups, Bivorse said.

Denies Guilt on Intrusion Charge

Wilford Bryan Massie of Los Angeles entered a plea of not guilty at arraignment before Judge Eugene Theriault on a charge of willful destruction of property in a room where he was unauthorized to be.

Massie was arrested by police officers on a warrant issued by Colonel Charles W. Hostler, Washington, D. C. Colonel Hostler told officers that he discovered Massie in his room early in the morning, and property was damaged in the struggle which ensued.

The Desert Sun

and
PALM SPRINGS NEWS

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THIS SIDE OF THE SUN

go-to-bedders be not disturbed . . . You can't blame the builders in the hot Summer months . . . When they want to get as much out of the way as possible before the hot middle of the day when they can siesta . . . But there is no hot middle of the day now . . . It's May.

THE HIGH SCHOOL has its own student council which makes rules concerning the conduct of students . . . One of these covers the use of tobacco . . . They have a rule that anyone caught smoking or with the wherewithal to smoke on his person, loses his wherewithal . . . So far 15 have been given compulsory leaves of absence for smoking . . . Three of them twice . . . But that doesn't seem to bother them . . . What hurts is that when so apprehended, they lose their cigarettes . . . Dozens of packs have been confiscated so far . . . What an odor if they burn them instead of applying the cut and cover . . . And if they did the latter some of the boys might do some digging.

THAT WAS a great report that Milton Hicks and George Strebe, co-chairmen of the 17th annual Desert Circus turned in . . . It was one of the most successful Circuses ever staged and one that was for the people . . . And did they like it! . . . They tell me that there were more than 2300 people at the Western Carnival alone . . . It looked like more . . . It took a lot of work for everybody connected with the event from the time Adrian Rosen, president of the Circus association, started the ball rolling.

A tremendous last-minute response to become charter members of the proposed Elks Lodge here before the deadline Friday night has resulted in extension of the deadline to Wednesday evening, Charles Valentino, treasurer, announced.

"We're over the quota needed to become a lodge," Valentino said, "but the reaction was so great that we will extend the deadline to Wednesday to accommodate others who may wish to become charter members."

All applicants are asked to be at the Wars Memorial building at the next meeting Wednesday evening for interviews. Everyone must be interviewed before he can become a charter member, Valentino said.

Applications for membership may be secured from Valentino or William M. Olsen.

Dr. Marks Gaining After Grave Illness

Word was received this week by Village friends of the illness of Dr. Julian B. Marks of 291 Amerlook road and West Los Angeles, who is now recuperating in Cedars of Lebanon hospital in Los Angeles.

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AROUND TOWN

With Hildy Crawford

Palm Springs is the desert . . . with pancake makeup . . . It's casual living . . . with carefree cottons married to diamonds . . . It's Hollywood . . . with the "no admission" sign yanked off the door . . . It's the fun spot . . . or the hideaway for a quiet rest . . . and the weather is better than ever . . . Those are some of the reasons . . . that more and more devotees of the sun . . . linger longer each year . . . and the year-round population shows a steady increase . . .

Colored lights playing . . . on the eight-foot, flower-laden float in the pool . . . made a dramatic picture Saturday night . . . at the luau given by Mrs. Bertine Treat at her San Lorenzo road home . . . Antherium, bird of paradise and red ginger flowers were massed on the float . . . and Hawaiian torches burned in the garden . . . The hostess received her guests . . . wearing an Hawaiian costume of purple silk with gold . . . and an orchid lei . . . A large bowl of the exotic bird of paradise blossoms and sprays of white orchids . . . were used in the living room . . . One long table . . . and a number of small ones . . . were set up around the pool . . . to accommodate the 125 guests . . . Pineapples, ti leaves and flowers from Hawaii . . . adorned the tables . . . Music by the Hawaiian trio . . . was the background for the cocktail interlude . . . and a marvelous Polynesian paina had been prepared by Jack Boyer . . . The malihines and kamaainas . . . many of them in island garb . . . were served . . . Oriental oranges, glazed duck, sweet-and-sour snappers, beka, flower-like artichokes, and yams with fresh pineapple and pecans . . . Palm Springs' own songbird, Jeanne Keller, sang during the evening . . .

Guests included the Dick Edwards, Albert Pecks, Belmont Sanchez, Al Hunts, Bill Bannermans, John Costellos, Kenneth Colburns, Earl Cordreys, Edwin Fallgrens, Tom Flemings, William Maloufs, M. O. Andersons, John Kenastons, Dan Dunlups, Sam Taylors, Ed Froggatts, Harold MacAlisteres, and quite a large number from Los Angeles . . . including the Robert Howes, Anne Thompson Smith, Irene Dockweiler, Thomas Maloufs, Rathburn Heaths, Edward Gibbs, Terry Holts, Mrs. Paul Lawrence . . . and many more . . .

High Tea

Friends gathered at the Francis Crocker home at 1051 Granada Valmonte . . . for high tea and an end-of-the-season party . . . Sunday afternoon . . . Blue and yellow iris from the Crocker's Riverside home decorated the living room . . . for the party . . . which was held both indoors and outdoors . . .

The George Barretts left Saturday night for Beverly Hills . . . to spend a few days . . . before entraining on the Super Chief . . . to spend the Summer in their Chicago home . . . The Barretts have spent most of the season here at their home on South Calle Rolph . . .

Councilman and Mrs. Florian Boyd have taken a house at Laguna for the Summer months . . . but their plans as to when they will occupy it are still at the indefinite stage . . . Their son Gillar graduates next month from the USC law school . . .

Mr. and Mrs. Sidney Dutcher and their two sons, James Hamilton II and Bert Sidney II (named after their grandfathers) . . . are here from Appleton, Wisconsin, to visit his parents, the Bert Dutchers of 730 Paseo El Mirador . . . The Senior Dutchers entertained the family group . . . and the Harrison Fishers of Los Angeles . . . at dinner at the Racquet club on Saturday night . . . The Dutchers will be closing their house here and will return with their son and family . . . to Appleton . . . the last of this week . . .

Maybe it isn't news to you . . . but it's never been printed before . . . Ned Crawford and Joann

(they are the owners of Bonita Lodge) left Friday for Washington, D. C. . . . after spending three weeks in the Village . . . They will be going abroad in July . . . The Colonel is in the diplomatic service and has been an attache with the embassy in Beirut . . .

Going Away Party

As a "going-away" party for the Jule Hamacheks . . . who leave in about two weeks for their Summer home at Green Bay, Wisconsin . . . Mr. and Mrs. Lynn Briggs hosted a party of 12 last night . . . The guests gathered at the Briggs home at 1647 Calle Marcus for cocktails . . . and then dined at Howard Manor . . . Guests were Messrs. and Meses, Wesley Smith, Harry Clatworthy, Howell Evans and their daughter and Mrs. Oscar Richter . . .

According to well-informed sources . . . the Desert Circus cost Ray Ryan around \$12,000 for his personal contributions . . . This is in addition to the parties and luncheons which the very popular "Sheriff" gave for his deputies . . . and the awards which he gave to those selling the most buttons . . . Of course, no one enjoyed it more than Ray . . . but he certainly deserves a big "thank you" for helping make the 1953 Desert Circus such a walloping success . . .

When the Town and Desert closes in June . . . Gayle Burns is planning to go back to Grand Island, Nebraska . . . for a family reunion and to be present for her brother's wedding anniversary . . . After her return . . . she and her husband Herbert will be going on a fishing trip to Klamath . . .

Mr. and Mrs. Berkmeier and daughter the vice president of RCA-Victor, with offices in Camden, New Jersey . . . spent a few days at Howard Manor . . . On Sunday night they visited their friends the Ronald Ellises . . . and enjoyed barbecued steaks cooked in the patio of the Ellises home . . . The Berkmeiers have left for their home in Narbeth, Pennsylvania . . . Monday-to-Thursday houseguests of the Ellises were . . . the Albert Hewitts of Seattle . . . who were on their way to the Grand Canyon . . .

A Young Eighty

Mrs. Belle Harvick, mother of Mrs. Lloyd Frank, of Vereda Norte, and Lucile Bobair (gifted ceramic designer, whose husband Abe is manager for Ted Fio Rito's band) . . . is the youngest 80-year-old I ever saw . . . A small and informal dinner party at the Racquet club Friday evening . . . celebrated her birthday . . . Besides her two daughters . . . Mrs. Joseph Grabner, Mrs. Albert Strauss, Mrs. Lovey O'Donnell . . . were there to help celebrate . . . There was a birthday cake . . . and friends stopping by the table to offer felicitations . . . Before dinner . . . a number of friends dropped in at the house . . . bringing birthday gifts and best wishes . . .

A matter of rejoicing, too . . . is that Lloyd Frank, who has been in the hospital the past fortnight . . . recovering from major surgery . . . is much better and may be coming home this week . . . One of Mother Harvick's most prized birthday gifts . . . was a small, rocking chair vase filled with rosebuds . . . from her son-in-law Lloyd . . .

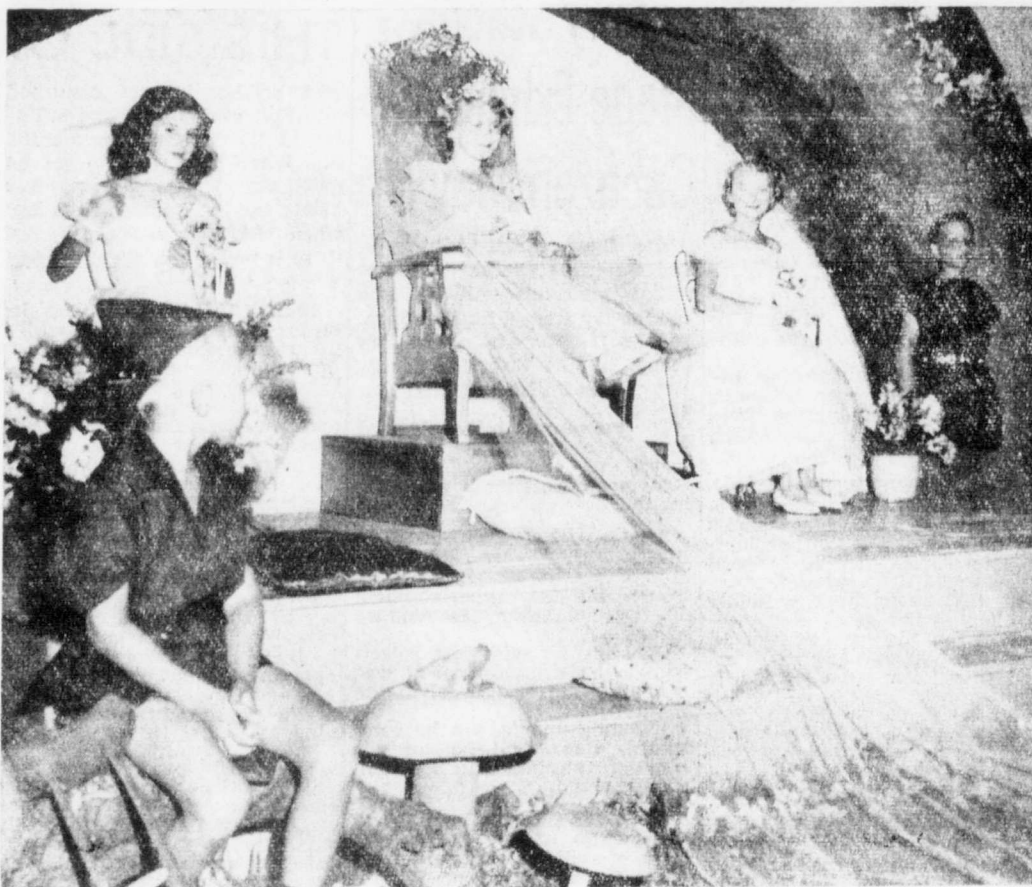
At the party, I heard that Mrs. Strauss (wife of the noted surgeon) is leaving for Chicago this week . . . and the Grabners leave May 15 for Chicago . . . They will divide the Summer between their home there . . . and their farm in Michigan . . . Mrs. O'Donnell plans to leave the last of May . . . going to Hollywood first . . . and then on to New York to visit relatives . . .

Yacht Races

Summer plans for the Bill Bannermans include a trip to Honolulu for the yacht races . . . They will sail from San Francisco on July 1 . . . and spend two or three weeks in the Islands . . . where they will be joined by a number of their friends . . . Dick Edwards will be sailing one of the yachts . . . and Mrs. Edwards will fly to Honolulu . . . After their return to the mainland . . . the Bannermans plan a fortnight's trip to Banff . . . They will be here until the middle of this month . . .

Mrs. H. Bedford-Jones will sail for Europe in June . . . where she will visit Belgium, France and Spain . . . In France she will visit the Poudres in Bar-Le-Duc . . . where Col. Poudre is in charge of the hospital . . . Returning to this country . . . the last of August . . . she will visit with her family in Washington, D. C. and New York . . . and return to her Cathedral City home in October . . .

Col. and Mrs. Warren Hostler



QUEEN OF THE MAY—A charming play, written around the crowning of the Queen of the May, was part of the May Festival at Cahulla school. The Queen, Sandra Knak, is shown here on her throne. Her attendants are, Sharon Prather (left) and Nancy Sutton (right). The elf-horn (lower left) is Richard Dahlgren, and the Prince (on the right) is Marshall Milliner.



MAY BRIDE — Suzanne Waite, of Palm Springs, will marry Morris Soto on May 20.

Miss Waite, Morris Soto, to Wed Soon

Miss Suzanne Waite, daughter of Lynne Waite of Palm Springs, will be married to Morris Soto, son of Santos De Jesus, on May 20. Vows will be exchanged in Las Vegas, where the prospective bridegroom is employed . . . Both young people attended Palm Springs schools . . . Morris graduated in 1948 and spent four years in the service with the Marines . . . Sue graduated last year and attended San Bernardino Valley college . . . Several parties have been given for the bride-to-be . . . Her mother gave a miscellaneous shower at the home of Billy Brownell and yesterday Miss Deleores Gardner and Lorretta Brownell were hostesses at another shower for Sue . . . After a short honeymoon, the newlyweds will make their home in Las Vegas . . .

Bride Honored at Luncheon

Mrs. John Williams, of 610 Via Monte Vista, was hostess at a luncheon at Town and Country Wednesday noon . . .

The luncheon, which was attended by about 20 guests, honored her son's bride, Mrs. Donald E. Williams, who returned to her home in Indianapolis Friday . . . Lt. Williams is now in Japan, but he and his bride (they were married in Indianapolis February 21) spent six weeks here before he sailed . . .

A group of Chicagoans left the Village with reluctance on Monday after spending three weeks with friends . . . Mr. and Mrs. Steve Golden of the Embassy hotel, the easterners included Fred Vogt and sister, Mrs. Freda Perlberg and her grandson, Jay, and a friend, Miss Adeline Lucig. Incidentally, the visitors have made reservations at the hotel for next Winter and will be back on December 21 . . .

Fleishman Group Annual Meeting Set for Tuesday

The Gussie Fleishman Group, the cultural group of the Jewish Women's club, will hold its fourth annual meeting tomorrow at the Bella Vista hotel . . . Mrs. Isadore Becker, hostess for the day, has planned a desert tea at 1 p. m., to be followed by an afternoon of cards or swimming . . . Everyone is invited to attend and reservations may be made by calling 2289 . . .

Mr. and Mrs. Winfield S. Smith are leaving for their Summer home at Oak Bluffs, Martha's Vineyard Island, Massachusetts. They plan to drive from here to Florida, down the west coast to Florida, then up the east coast to Massachusetts . . .



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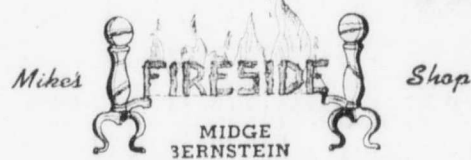
At Thunderbird

The Bernard Fords have been spending a few days at Thunderbird Ranch and Country club.

4—The Desert Sun
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, May 4, 1953

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PALM SPRINGS



Martha Tilton Village Visitor

Martha Tilton (radio singer, who is on the Alka Seltzer program with Curt Massey), who spent several days in Palm Springs at Place in the Sun, left Saturday for Las Vegas where she married James Brooks, test pilot for North American aircraft.

Accompanying the young couple to Las Vegas were the bride's sister and brother-in-law, Mr. and Mrs. Bruce E. Hoffine of Los Angeles.

Soroptimists to Hear Planner on New Program

Planning director W. E. Roessler will talk on the new zoning ordinance, when he addresses Soroptimist club tomorrow noon, Program Chairman Connie Dekker announced today.

The luncheon meeting will be held at Del Tahquitz hotel, with Mrs. Esther Weingarten, president, presiding.

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Film Series Scheduled for SMC Guests

Cliff Henderson has scheduled a spectacular lineup of motion pictures to be shown to members and guests of the Shadow Mountain club in Palm Desert starting June 1.

The films will be shown on an outdoor screen beside the club's swimming pool. Members and their guests can either swim and watch movies or enjoy the comfort of lounge chairs set up for the occasion.

One of the first films to be shown is the Ralph Staub-Columbia short which the producer made on Shadow Mountain club. Starring in the picture are: Corinne Calvet, John Peasefield, June Haver, Steve Cochran, Lon McAllister, Don DeFore and Denise Darcel.

Business Women Stage Party for Mrs. MacCartan

A large group of the earliest members of the Palm Springs Business Women's club gave one of the nicest "end-of-the-season" parties in honor of Marion MacCartan. The party was given at the home of Mrs. MacCartan's daughter Betty Libott just prior to their departure for their new Lakewood home.

A sumptuous buffet, prepared by Hazel Davis and Helen Tracy, was highlighted by a "good luck" cake presented by Lola Waeck, club president.

Table decoration was a money tree (of manzanita) hung with silver dollars and accompanied by a remembrance card signed by all the guests. The tree was designed and made by Helen Morris and Jennie Leonzio.

Club scenes and parties of the past years, when Marion and Betty both were very active in the club, were screened by Mary Pickell and happy memories were combined with the farewells and good luck wishes for the future.

St. Paul's Guild Ends Season at Mrs. Poos Home

Members of the Episcopal Guild motored to Bannockburn to hold their end-of-the-season luncheon at the home of Mrs. Grover Poos. This is a custom of several years' standing.

Assisting Mrs. Poos with the hostess duties were Mrs. Evelyn Moore and Mrs. Margaret Anderson.

Following the buffet luncheon which was served to about 30 guests, the group heard Mrs. John Luccarelli explain the formation and plans of the new Playhouse Guild.

The business session was presided over by Mrs. Rex Hardy, Guild president.

Variety Planned at Soroptimist Club Silver Tea

A variety of entertainment is planned for the Silver Tea which is being given by the Soroptimist club on May 9, from 3:30 to 5:30 p.m. The tea will be given at the home of Lois Lux at 1140 South Calle Marcus.

Entertainment arranged by Soroptimist program chairman Connie Dekker, will include a style show, dancing by pupils of Trixie Jarrett, and a program by Wynne Hammond's pupils.

The Silver Tea, a benefit affair, is open to the public.

With Summer approaching, Mabel Russell of Lanz will be going hither and yon. With the closing of the shop here she will go to the coast for a few weeks and in July will make a buying trip to New York. By the way, Miss Russell recently moved to the attractive Canyon View apartments to make her home.

Racquet Club Locale for Two Stories

The Racquet club was the setting this week for two picture stories which will appear in Motion Picture magazines.

Youthful actor Tab Hunter (who is so popular with the bobby sox group after his appearance in such pictures as "Island of Desire" with Linda Darnell) and John Ericson (whose first picture "Teresa" was a hit following his work on the Broadway stage) were the principals with Mr. and Mrs. William Powell in one story.

Handsome young singer Vic Damone, who is just being released from Army duty and is being named as the probable star of "The Student Prince" to replace Mario Lanza, was the principal with pretty actress Mona Freeman of the second story.

Job's Daughters to Elect Tonight

Initiation and election of officers will feature the meeting this evening, at 7:30 p.m., of the Job's Daughters. Refreshments will be served following the business meeting, and parents are cordially invited to attend.



ANNUAL MEETING—Ninety-five members and guests attended the annual meeting and luncheon of the Palm Springs Jewish Women's Group at the Biltmore Thursday, and heard reports on

a very successful year. At the head table, from left, were Mesdames Albert Bergman, Herman Lasker (luncheon chairman), Jack Freeman (president), Max Grene, Dexter Elau and Isadore Becker.

VILLAGERS Here, There and Abroad

Renee Marcus who has been a guest of her sister, Mrs. Dave Lyons, for the season, spent the past three weeks in Oakland with another sister. She returned to the Village Thursday.

"I'm snowed in," phoned Mrs. Warren Thomas Thursday evening from the Thomas cabin at Arrowhead. She had gone there early in the morning and as she stated, "just made it." Not only that but she played host to some Palm Springs folks for the night who were stranded in a filling station when all traffic was halted.

Mr. and Mrs. Meury M. Favny entertained out-of-town guests at their home for two weeks recently. The visitors were cousins of the Favny's, Mr. and Mrs. Joseph Stone Jr. of Chicago. This was the first trip the Stones made to Palm Springs and they were greatly impressed by the climate and beauty. The Favny's did their utmost in having their guests see the whole town. A buffet dinner at the Racquet club, and dinners at the Howard Manor, Chi Chi, Biltmore, and the Saddle and Sirolo greatly impressed the Chicagoans.

Weekend guests at the Philip Esters were their son and family, Mr. and Mrs. Roy Doupe and sons, Paul and Ronnie, and Mrs. Lester's sister, Mrs. Mayme Mathews, all of West Los Angeles. The Esters hosted their guests at a dinner at the Howard Manor Saturday and had luncheon at El Mirador on Sunday.

The J. C. Wives met at the home of Mary Jo Wood on Wednesday evening. About 17 members were present. After a business meeting a social hour was held.

The Bob Morris home was the scene of a festive barbecue on Tuesday evening. Cocktails preceded the sumptuous meal prepared by Chef Bob. The Harold West, Albert Weinertens, Earl Houghs, Joe Hendersons, Elmo Purnells and Judge and Mrs. Gen. Thierau, Marvin Fritz and Paul Summers were included in the guest list.

Mrs. Vera Lyter of 610 Camino Real had Mrs. Duncon Holbert at Santa Cruz as her houseguest for three days recently. Mrs. Holbert is the wife of Dr. Duncon Holbert. Much has been written in national magazines about the doctor for he has been a victim of polio for over four years and has been confined to an iron lung all that time. The amazing thing is that he is still practicing as a specialist in allergies. The utmost skill is required to move him from one place to another. Recently he came south to a hospital in Duarte accompanied by his wife and it is then that his wife found time to visit the Village. The doctor is 36 years old and is the father of four children.

Turners Host Dinner Party

Mr. and Mrs. Floyd Turner were hosts to a small group of their friends at a merry dinner party at the Racquet club on Tuesday evening.

Guests of the Turners (who leave their Smoke Tree home Monday to return to Los Angeles for the summer) included Mr. and Mrs. Edward Caulkins and the Mesdames James Kemper, Hathaway Kemper, Bruce Burritt and Horace Armstrong.

50—The Desert Sun and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Monday, May 4, 1953

Sunday marked the third birthday of Kevin Wood, son of Mr. and Mrs. Joe Wood of 1572 Riverside drive. Seven playmates of young Kevin helped him round out an afternoon of fun with games and prizes with a colorful birthday cake putting the finale to a big day.

Saturday evening Mr. and Mrs. George Smith hosted a dinner party at their home honoring Mrs. Alice Guthrie, who is leaving for Hawaii on the 4th of May. Those present for the affair were: Mr. and Mrs. Armond Turonnet, Mr. and Mrs. Tom Holland and Mrs. Nora Simpson.

Menus

Menus to be served this week in schools of the Palm Springs Unified district are printed below to aid home-makers in planning comparable meals.

Monday—Spaghetti with meat sauce, tossed green salad, French bread with l.m., apple crisp, milk.

Tuesday—Meat loaf, creole string beans, hearts of lettuce with 100 Island dressing, whole wheat bread with l.m., fruit jello, milk.

Wednesday—Baked ham with glazed pineapple, potato salad, buttered peas, buttered roll, chocolate chip cookies, milk.

Thursday—Bell pepper hash, stewed tomatoes with croustons, cabbage and carrot salad, whole wheat bread with l.m., fruit cup, milk.

Friday—Beans with grated cheese, shredded lettuce and tomato slices, whole wheat bread with l.m., cherry crisp, milk.

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Food to Go Out WE DELIVER

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Open thru May

The Garden Grill and DINING ROOM

OF THE PALM SPRINGS

BILTMORE

Open 6 P.M. 'til 2 A.M.

SELECT YOUR OWN STEAKS WATCH THEM CHARCOAL BROILED

Council to Meet Next on May 13

City council meeting scheduled for May 6 has been postponed to May 13, City Manager Russell Rink announced today. Public hearing on the new zoning ordinance approved by the planning commission will be held at that time. Two public hearings were conducted by the planning commission, with several minor changes suggested by Villagers incorporated into the law before its presentation to council for hearings and passage.

**Where's Jane?
GONE TO DEWANE'S**
Wearing only the smartest shoes...
She knows she'll find them at
**DEWANE'S
FASHION FOOTWEAR**
opposite Bullock's

Specializing in
**NERVOUS DISORDERS
and
NERVOUS TENSION**
COLONICS
**Dr. Sonya L.
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"CALIFORNIA" SWIMMING POOLS

Custom Built by
George Chaney Jr.
Palm Springs P.O. Box 1090
Phones: Palm Springs 2701—Evenings, Desert Hot Springs 792

STATE OF CALIFORNIA SALE OF STATE SCHOOL LANDS

NOTICE IS HEREBY GIVEN that application has been filed with the State Lands Commission, Sacramento, to purchase the following described land:

N½ of Section 16, T. 3 S., R. 6 E., S. B. M.,
containing 320 acres, in Riverside County.

Within 30 days from date of publication of this notice, any qualified applicant may apply to purchase said land. Any such application must be in the form prescribed by, and filed with the Commission within said 30 days. The Commission reserves the right to reject any and all bids. Sales will be made with all statutory and Constitutional reservations.

Offers must be \$1600.00 or more

AND IN ADDITION

Patent, filing, appraisal and advertising fees shall be paid by successful bidder.

TERMS: CASH WITH APPLICATION

Date of Publication: May 4, 1953
State Lands Commission
Room 554, 1020 N Street
Sacramento 14, California
Application can be obtained from your county assessor or at the above address.

GETTING TOO WARM?

You'll find mountain climate at sea level, with bright days and brisk nights at charming

Los Laureles Lodge

In Carmel Valley, California

Comfortable Rooms, Fine Food

Pitch and Putt Golf, Swimming, etc.

at moderate rates

Very truly yours,

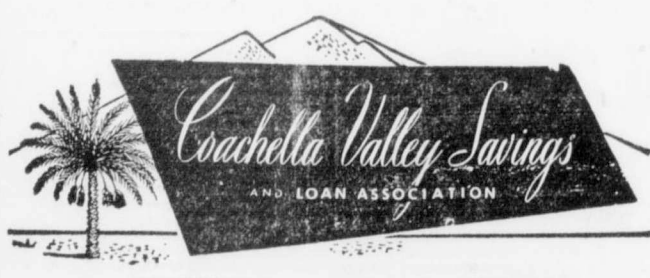
Herb and Ollie Brook

"It's Always Sunny in Carmel Valley"

3 1/2%

**CURRENT RATE
ON SAVINGS
LOANS**

To 15 Years - For
Building or Refinance



PALM SPRINGS
2954

INDIO
73416



STARS IN THE STARLITE ROOM — The Riffs comedy trio are featured in the new entertainment bill in the Starlite Room at the Chi Chi. The rest of the fine cast includes Miss Jeanne Blanche, lovely songstress and Serge Flash, spectacular juggler.

Watches Stolen

Theft of two watches, a woman's valued at \$500 and a man's valued at \$100, from a jewelry box in her home was reported to police Friday by Mrs. Becky Winslow, 667 Indian Trail.

READ SUN
CLASSIFIED ADS

Blue Cut Road Topic Tuesday

A Coachella Valley Advisory Planning committee delegation will visit with Conrad Wirth, Director of the National Park Service Tuesday night at Twentynine Palms to discuss the proposed route and the value of this road to the park service and the tourists.

"We will meet Mr. Wirth and the new superintendent of the Joshua Tree Monument at dinner and later meet to go over this problem," Washburn said.

Local Children's Choirs to Join in Festival Concert

Children's choirs from Redlands, San Bernardino, Riverside, and Palm Springs are preparing to participate in a festival of youth choirs to be held at the University of Redlands Sunday afternoon, May 3. The massed choirs will present a festival concert in Memorial Chapel at 4 p. m. to which the public is cordially invited.

Conducting the four hundred voice massed choir will be Dr. Roberta Bitgood, minister of music at Calvary Presbyterian church in Riverside. Three of the anthems to be sung are Dr. Bitgood's own compositions. Margaret Whitney Dow, dean of the Riverside-San Bernardino chapter of the American Guild of Organists, will be organist for the service.

The festival is under the auspices of the Riverside-San Bernardino chapter of the Choral Conductors Guild, and the Redlands Student Group of the American Guild of Organists. Larry King, organist of the First Methodist church of Riverside, is festival chairman.

33 Lose Lives on County Roads

Thirty-three persons died in traffic accidents in Riverside county during the first three months of 1953. It was reported today by the Public Safety Department of the Automobile Club of Southern California.

This is the same fatality toll for the three-month period as last year.

Riverside county was the only one in the Southland where the highway death count remained the same. In five counties the deaths increased. They are Imperial, Los Angeles, Orange, San Bernardino and Ventura.

An 11 per cent increase occurred in the combined 13 southern counties of California, where 500 persons died in automobile accidents during January, February and March as compared to 450 for the period last year.

County Board Bashful About Salary Hikes

County supervisors declined Wednesday to adopt a resolution that would support salary increases for them.

The grand jury recently asked the state legislature to raise the salaries of the five supervisors from \$4200 a year each to \$6000. And State Assemblyman Lee Backstrand of Riverside had written to the supervisors:

"It is important for me to have a similar resolution from your honorable body asking that this bill be amended as recommended by the grand jury."

A resolution was before the supervisors, but no vote was taken.

During an informal discussion after the end of the official meeting, some of the supervisors said they feel it is not proper for them to urge increases for themselves.



IF WE KEPT
A DIARY

What would our entries be? Something more than a mere record of profit and loss, we think. Something that touches the lives of so many families in this community. One day it may be a description of a rare new drug we've ordered to have already the instant physicians prescribe it. Another day it may tell of means we've found of overcoming difficulties to speed deliveries of vitally needed medicaments. That's the kind of a diary we've kept for the many years of our life. Not in so many words... not actually on paper... but in every daily step we take to make sure that when you command our health service you get the finest!

Village Pharmacy

Merrill & Juanita Crockett

201 N. Palm Canyon Drive

Phone 4321



The construction of the new four-lane Highway 111 for one mile at Tamarisk Country club turn-off, and the widening to 40 feet of a stretch between the Palm Dell office and Palm Desert is going ahead pronto. Met the general contractors, Match Brothers of Colton, John and Martin, also their superintendent, Ed Morris. With about a dozen employees these fellows were lunching at Meyers Cafe. They had just come from other road jobs at Redlands and Yucaipa, and were amazed at the growth of this desert area. John Match said they expected to complete their contracts in about three months. California certainly does everything possible with the gas tax money to eliminate death curves—if only they had sufficient officers to patrol the Rancho Mirage straightaway. The motorists still tear through at 70 and 80 m.p.h., past the post office, school buses, on the shoulder, and two abreast. What's a life or two this way or that, these folks are in a hurry, they've got to get down to see the date gardens or have a swim at Shadow Mountain club. Just in passing, I wonder if the many, many oldsters and youngsters without driver's licenses know that they need one on a county road just as much as on a state highway. For years teen-agers and older folks unable to acquire a license have been under the impression that they could drive along ranch or subdivision roads without one.

At Sans Souci talked to Dick Bagdasarian, better known as "Mr. Grape." He marketed the highly controversial "perlite" grapes on the New York market last June for better than \$15 a lug. Now Dick is introducing another commodity to our valley... the potato, and this potato is now getting the preference on the New York market. Unsuccessful up to now, Al Unsicker Bell tried it back in 1939. Late in December Dick planted 300 acres, half on the east slope at the Russell and Alexander ranch and half at Leon and Mark Kennedy's La Quinta ranch. The soils were quite different, but what a crop came in! Right along with the earliest of Kern county. Speaking of Kern county, Johnny Kovacevich was at the San Souci with Dick. John is credited with being the biggest shipper in that county, at Arvin.

OUT OUR WAY... At Mrs. Frank Morgan's house on Sahara road, her sister Phyllis Mueller, spending a week or two. Internationally known Peter Elmasthan off for Geneva, Switzerland, Hamburg and London. Peter has been houseguest at the Peggy Lester menage and hated to leave our desert. Another colorful figure also houseguest of Peggy is Kure Koszman of Austria. Kure on his first trip to the desert is infatuated with it all. Under contract to M.G.M., he was one of the stars of "The Happy Time" hit New York show and known to film-goers in the recent sensation "Lili." At Rancho Del Sol Miriam McIntyre and Gretchen Moser of Salt Lake City, Gretchen's daughter, Mary Lou, and hubby, Art Van de Kamp (of the bakeries by the same name).

At Rancho Manana, Regis and Kay Toomey and owners, Lucille and Howard Burdick, to start their annual May and June residence of this beautiful

Corliss Proud of Agency's Growth

Ray Corliss, owner of the Palm Springs Lincoln-Mercury dealership, strutted about the Village with a great amount of pride this week.

He explained the reason as follows: "When I bought the Lincoln-Mercury agency here last year there were only 64 such agencies in the state of California and Palm Springs Lincoln-Mercury was in 64th place."

"This year there are 67 agencies selling these automobiles and Palm Springs Mercury is in fourth place."

The agency was rated on a combination of factors which included courtesy and service to customers as well as the number of automobiles sold, it was explained.

From Page One—MORE ABOUT

SCHOOLS

council served as a student court which cites, censures, and recommends pupils for suspension. In each instance, where the student council has made such recommendation, suspension has been carried out.

THE PROGRAM this school year has resulted in approximately 30 pupils being cited for smoking, 15 pupils being suspended from school, and three of these suspended a second time. Five athletes have been barred from weekly contests, and four others were denied athletic letter awards for similar violations.

Twenty pupils have been denied access to the unsupervised restrooms because of identification with the smoking problem. Thirty-two parents have been contacted and counseled, and dozens of packages of cigarettes have been confiscated.

From Zuma Beach, Ginny and Dudley Murphy, they are building additions to their beautiful "Holiday House" overlooking the ocean. Mary and Phil Neary celebrating construction, has started on their Walter White designed home on Desert Sun Ranch. Off to their Summer home on Orcas Island, Dr. Karl and Mary Moran. Mary says Orcas is the northernmost island in the U.S.A., with Canada in the front yard. She boasts that the salmon fishing is the finest and the beaches abound with clams and crabs. Cheerio amigos.

Desert Hot Springs
Doors open Nightly — 6:45
Last Complete Show — 8:45

MONDAY May 4
"FLAT TOP"
and
"HIAWATHA"
STERLING HAYDEN
(both in Color)

TUES.-WED. MAY 5-6
James Stewart - Jean Arthur
Lionel Barrymore
Edward Arnold - Ann Miller
"YOU CAN'T TAKE IT
WITH YOU"
— also —
Fred Astaire - Jane Powell
"ROYAL WEDDING"
Color by Technicolor

New Charm for Diners Added at Del Tahquitz

Lee Scarlett, manager of Del Tahquitz hotel and who once worked for Tom Lipps in the same hotel, has added considerable charm for diners at that hotel.

Using table service from rolling carts, he has added charm and intimacy by serving full course dinners in the El Gaucho Room while Vic Master's band supplies the music.

"In addition," Scarlett said, "Hotel Del Tahquitz is serving the best quality of food obtainable at the most reasonable prices in the Village."

There's a cocktail hour too from 5 p. m. to 8 p. m. when drinks from the bar have been considerably reduced and which is proving highly popular with Villagers.

Houseguest Here

Mrs. Donald Boyd Smith of San Mateo has been the houseguest of Mrs. Richard Cornwell and Mrs. William Kleinberg.

GASOLINE STOLEN

Florence Nix, 634 South Palm Canyon drive, reported to police Friday that 16 gallons of gasoline had been siphoned from her car during the night.

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INSTALLATIONS
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TV Service**

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Evenings 3408 Easy Parking



Show Starts at Dark

LAST TIMES TONIGHT

Ricardo Montalban

Pier Angeli

"SOMBRERO"

in Technicolor

John Derek

Barbara Rush

"Prince of Pirates"

in Technicolor

Tues. - Wed. - Thurs.

May 5 - 6 - 7

"The Lady
Wants Mink"

Dennis O'Keefe - Ruth Hussey

"Woman They
Almost Lynched"

John Lund - Joan Leslie

Adults Admission, 65c

Kids Free

EARLE C. STREBE'S Plaza Theatre NOW PLAYING



TUES. - WED.

May 5 - 6

Elizabeth TAYLOR - Fernando LAMAS
William POWELL

THE GIRL WHO HAD EVERYTHING
Gig. YOUNG - James WHITMORE

BOX OFFICE HOURS:

PLAZA

Daily 5:45 P.M.

Holidays 1:30 P.M.

Village Theatre
closed while installing
3-D equipment

NOW! SUMMER POLICY

No Cover — No Minimum

(EXCEPT SATURDAY)

Chi-Chi Starlite Room

The THREE RIFFS

SINGING AND COMEDY

SERGE FLASH
JUGGLER

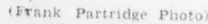
JEANNE BLANCHE
DANCER

LES PARKER'S ORCHESTRA

MOST DELICIOUS DINNER
IN THE BLUE ROOM — \$1.95

DINNER IN THE
STARLITE ROOM — \$2.50

Phone Reservations 5133 or 7391



INSPECT FIRST PRIZE OF BIKE.—Palm Springs entrants in the 1953 Soap Box Derby will receive local prizes this year, in addition to the awards at the district contest at San Bernardino. Pictured inspecting the bicycle, to be awarded for the fastest time, are (l. to r.), Allen Zeheer, Jock Kean and Jimmy Jackson, Jr., (in racer) who was the first entry. Other boys entered to date are Pete Magadini and Michael Boeyer.

A FEW of the champions who will be on hand seeking new world's records: Bob Sykes of Long Beach, who chalked up 121.7 on a turbulent Salton Sea during the National Regatta Nov. 1-3; and the 1976 world champion, He drove the famous "Guest" "O" owned by Joe Guss of

Palm Springs, California

Totals	25	5	6	Totals	25	1	6
z—Grounded out for R. Martinez in 7th.							
SCORE BY INNINGS							
PALM SPRINGS	001	000	0—1	6	3		
BANNING	140	000	x—5	6	0		
R. Martinez and Reyes: Buckley, Lane							
(6) and Vici.							

Wanna beat the Champ?
Villagers will have a chance to beat the champ—U. S. Open Champion Julius Boros, 1952 golfer of the year—on National Golf Day, Saturday, May 23. All will free local c.o.u.r.s.e.s. O'Donnell, Thunderbird and Tamarisk will participate sending the net scores to the national committee, with winners receiving their "I Beat Boros" medals.

Last year's cham was Ben Hogan, Tamarisk pro. More than 80,000 golfers tried to beat Hogan, with only 14,000 succeeding.

THE WINNERS—Winners in the Inter-Scholastic tennis matches at the Racquet Club April 26 are shown here with their trophies. Jean Staley won the girls' singles and Freddy Grimm, the boys' singles.

Softball practice in the City Recreation League will start tonight, Monday, at the Polo Grounds from 7 to 9:30 p. m.

Mhoon and Mhoon practice tonight and Friday night, Junior Chamber of Commerce have the field Tuesday, Palm Springs Transfer Wednesday, and Mexican Colony Thursday.

Villagers interested in playing softball this Summer are asked to contact Recreation Director Howard Haddock at the city offices, 2207, or his home, 1737. Roster of teams will be completed in the near future.

Edna Keefe of Casa Palmeras has been keeping a stiff upper lip since her life had been saddened by the sudden death of her son-in-law, Fred Barlow, in Pasadena three weeks ago. Mrs. Barlow spent a few days with her mother in the Village recently. The four children of the Barlows remained in Pasadena.

Guests at Buckingham Palace Garden Parties walk on Scented CAMOMILE Lawn. Sir Francis Drake played Bowls on Plymouth Hoe while waiting for the Spanish Armada in 1588 — on a Camomile Lawn. YOU can grow this beautiful CAMOMILE Lawn easily with our seed. Send Dollar bill or M. O. to British Trading Company, Box 997, Modesto, Calif., and a liberal package of CAMOMILE seed (Anthemis nobilis) will be AIR MAILED, postpaid, direct from Miss Kathleen Turner's Nurseries in Cornwall, England, with instructions.

If you enjoy fine Bourbon
Ask for
YELLOWSTONE
KENTUCKY STRAIGHT BOURBON WHISKEY
100 PROOF
BOTTLED IN BOND
DISTILLED AND BOTTLED BY YELLOWSTONE, INC., LOUISVILLE, KENTUCKY

You'll like flying on Western Air Lines' big, modern airplanes! You'll like the fast flight... the low fares... the comfortable cabins and delicious meals... and the many extras you get when you fly the West's great regional trunk airline.

Save days and dollars on your trips to
LOS ANGELES and LAS VEGAS
Call Western at 2709 or
the Olman Travel Service, 2756

WESTERN AIR LINES

SALE

May 6th, 7th, of

Women's Shoes
8th, 9th

200 pairs by

Newton Elkin

Andrew Geller

and LaValle

Come early for

first choice of

these beautiful,

beautiful shoes

which have been

taken from our

regular stocks and

reduced to clear at just

11.90

300 Pairs of Casual Shoes

taken from our

famous Spicca collection

6.95

Robinson's

PALM SPRINGS

FIND YOUR DREAM HOME IN THE DESERT AMONG THE WIDE VARIETY OF LISTINGS ON THESE PAGES

2b—The Desert Sun
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, May 4, 1953

THIEF STEALS HOSE
Theft of a 50-foot, clear plastic garden hose from the Joseph Bamberger residence at 590 North Camilla road was reported to police Wednesday.

DIRECTORY Palm Springs and Desert Area Real Estate

Firms

PALM SPRINGS Phone
APPELBAUM, DAVID 3555
326 S. Indian Ave.
BOGGS, Incorporated 2971
Penthouse 31, The Plaza
ELTON, MURIEL E. 2225
119 So. Palm Canyon Dr.
GANNON REALTY COMPANY
463 N. Palm Canyon Dr. 2772
HARRY REID and
RUSSELL WADE 2855
850 S. Palm Canyon Dr.
HICKS, HAROLD J. 2736
513 N. Palm Canyon Dr.
ISRAEL, ADOLPH 2981
671 N. Palm Canyon Dr.
JONES, A. H., CO. 4644
600 So. Palm Canyon Dr.
MATTHEWS, CHAS. J. 3308
315 N. Palm Canyon Dr.
MILLER, FRANK W. 2929
128 N. Palm Canyon Dr.
MUNICH, LAND & CO. 3673
1059 N. Palm Canyon Dr.
ROCKS, MADGE, O. 7375
P. O. Box 669
SHEPPIENKO, PETER B. 2727
475 N. Palm Canyon Dr.
VENGER, LOUIS 5595
3775 No. Indian Ave.
WIL, JAMES, JOHN W.
423 N. Palm Canyon Dr. 3311
WRIGHT, BILLY 5727
285 N. Palm Canyon Dr.
CATHEDRAL CITY
BILES, RUTH 84371
56 Glenn
BLAKLEY, M. B. 84313
HILLERY, WILLARD R. 8-3417
JORGENSEN, E. M. 8-3401
68 574 Broadway
SHERRILL, R. H. "Bob" 8-3534
707 and 713 "D" St.
COACHELLA
RALPH L. STEPHENS CO.
401 Ave. and Hiway 111
RANCHO MIRAGE
SWART, ESTELLA C. 8-1203
PALM DESERT
SHADOW MOUNTAIN
ESTATES
Shadow Mountain Club
Phone: Palm Springs 8-4636
Palm Desert 76-2911
Wm. Karl Lowe Associates
Exclusive Sales Agents
EDDY WARD
Palm Desert 76-3437
73-667 Highway 111
INDIO
KALIN, L. 7-7371
Lupine Ave. at N. Jackson
IDYLLWILD
MARIE BELYEA 80131
Next to Post Office—Box 211

The Other Side of the City Hall

by CITY MANAGER RUSSELL RINK

A correspondent signing the initials W.P.R. in last week's edition of The Desert Sun made a few statements that need challenging and correcting.

The writer seems to believe that because Palm Springs is a resort city that the rules of good practice fostered by the League of California Cities do not apply here. Progress is built upon the knowledge and experience of many people. To not profit by the experience and errors of other cities is most narrow-minded and wasteful.

EVEN THOUGH Palm Springs is a resort city, the laws of the State of California pertaining to cities of our class still apply. The Vehicle Code, the Housing Act and all other general laws apply with equal force to all cities.

In addition to the League of California Cities our officials seek assistance on the best rules of practice from the Municipal Finance Officers Association, the National Institute of Municipal Law Officers, the Civil Service Assembly, the American Society of Planning Officials, the City Managers Association and the National Fire Protection Association, to name a few.

THE HOME OWNERS of Palm Springs would be no more tolerant of a poorly managed city government than any other group of intelligent citizens. Perhaps what W. P. R.

means when he says that a resort city is different is that in Palm Springs minor violations of the law are frequently overlooked or handled with warnings. The visitors appreciate this but if carried too far it would boomerang because the type of visitors Palm Springs seeks, avoid lawless cities.

If the principles of good management were not followed in our city the business men would suffer. Why? Because the cost of government is reflected on the balance sheet of a businessman's operation. And this cost becomes part of the price of the article or service he offers to the visitor. The visitor is price conscious and has a large field to choose from.

CONCERNING the written portion of the examination for chief of police, the writer's guess was rather poor. It was not obtained from the League of California Cities but the Civil Service Assembly, an international organization. Not that it makes any difference if it serves the purpose intended.

The purpose of course was to test the mental and educational qualifications of those applicants whose experience and training made them appear most suited for the position.

CLASSIFIED ADS

The Desert Sun

and PALM SPRINGS NEWS
Published every
MONDAY and THURSDAY
PHONE 2249
Box 190, Palm Springs, Calif.
RATES
(Minimum ad, 3 lines—count 24 letters and spaces to a line)
1 time, per line .75c
(Min. 2.25—1.50 cash in adv.)
1 Week (7 TIMES) 4 TIMES 1 Month (30 TIMES)
Per Line 1.00 1.25 2.25

● Ads ordered for more than one time must run in consecutive issues to earn above rates, otherwise single insertion rate will be charged for each time run.
● Save by ordering your ad run 4 or 9 times if cancelled before completion, you will be charged at insert rate applicable for times run and get a REFUND for the difference.
● This newspaper cannot be responsible for more than one incorrect insertion; please notify us promptly of any error in your ad.
● SPECIAL RATES for new copy or cancellations.
● MONDAY ISSUE—5 P. M. FRIDAY THURSDAY ISSUE—5 P. M. TUESDAY
● ADDRESS all communications to: The Desert Sun, P.O. Box 190, Palm Springs, Cal.

Legion to Close Season Tuesday

Last regular meeting of the 1952-53 year, will be held by the Owen Coffman Post No. 519 at 8 p. m., Tuesday, May 5, at the Wars Memorial building.
Nominating committee will present its slate of officers for 1953-54.

Lost and Found

LOST—Yellow gold diamond clip with large diamond surrounded by cluster of small diamonds. Twin prong clip. Vicinity of Doll House, April 30th approximately 10:30. Reward. Call Citrus 3-8957 collect.

LOST—Diamond (15) cluster setting in vicinity of Safeway Barro Train parking lot. Reward. Call Mrs. Hatheway, Desert Hot Springs 861.

LOST—Prescription glasses in red case between Noles Optometrist and El Paseo market. Ph. 8-4417.

LOST—Large Zerni butterfly pin. Reward. Mrs. F. Parmenter, 5510 N. 9th Ave., Phoenix, Ariz.

Personals

Palmist—Spiritual Reader
ADVICE on all matters. 415 No. Palm Canyon Dr. Appointments not necessary. Open daily and Sundays, 9 a m to 11 p. m. at night. Bring this ad and \$1 for special reading.

RELIABLE couple with experience desires position managing apartment, motel for 1953-1954 season. Excellent references. Box 190, File C1.

GOING to New York middle of May, drive your car. Village hotel owner. References. Ph. 5238.

ALCOHOLICS Anonymous, Alport 8:30 Tuesday nights. Phone 7063.

10 Announcements

NOTICE OF SALE OF BUSINESS
Jean and C. R. Massey of Massey Date and Gift Shop, have traded the Massey Date and Gift Shop, 328 N. Palm Canyon Drive, Palm Springs, to Simon and Virginia Marchel. Effective May 1, 1953, Mr. Marchel assumes full responsibility for said business.
Prior to May 1, 1953, C. R. Massey and Jean are settling all claims and indebtedness against said property.

Service Miscellaneous 15

MOVED TO NEW ADDRESS
PALM SPRINGS
HOUSE & WINDOW
CLEANING CO.
HOMES, buildings opened and closed. Complete home maintenance year 'round. Insured and licensed.
Phone, Write or Wire
VERN BAUMGARDNER
210 E. Amado
Phone 4247

BOOKS! LATEST BOOKS!
DESERT BOOK SHOP
Also
RENTAL LIBRARY
443 No. Palm Canyon Dr. Ph. 5208

GARDENS?
The best of care on trees, shrubs and flowers. Care all through the summer. Ph. 5328.

CARPENTER and Painting. No job too large or too small. STEVE BIZZOW, Ph. 4357.

A-1 CARPENTER REPAIRS, remodeling or alterations. Phone Ken at 7063.

COOLER service, repairs, installations, pumps and pads. Ph. 2446. Evenings 3408.

HOUSES closed, shrubbery watered. All summer. Call 3247.

Moving and Storage 19

PALM SPRINGS
TRANSFER & STORAGE
Agents for
AERO MAYFLOWER
LOCAL AND LONG
DISTANCE MOVING
507 SUNNY DUNES RD.
Phones 5203 and 4305
Froman Golden, Mgr.

Situations Wanted 25

RELIABLE couple desires position managing apartment hotel, motel, or units. Best references. Box 190, File B8.

BABY SITTER, experienced, reliable, ex-kindergarten teacher, own car. Miss Scott, Ph. 7601.

RESPONSIBLE caretakers with good references. Desire home or hotel for summer or season. Ph. 3189.

RESPONSIBLE person will care for your home during the summer. Live in. P.O. Box 125, Palm Desert.

RESPONSIBLE COUPLE to manage or take care of home or apartment hotel for summer season. References. Ph. 6372.

PRACTICAL nurse, light duties, good driver, wishes position with lone elderly person. References. P. O. Box 614, Banning.

RESPONSIBLE couple will care for your home during the summer. References. No salary. Ph. Mrs. Carroll 83-763.

COUPLE—General maintenance, painting, caretakers. Phone Desert Hot Springs 366.

PAINTER—Interior and exterior. Free estimates. Reasonable. Immediate service. Ph. 7905.

PAINTING, decorating, paper-hanging. Very reasonable. Free estimates. Ph. 2341 or 5850.

FOR dependable baby sitting, call 3898. Have car.

WANTED—Day work by hour. Phone 7219.

Help Wanted 27

HELP WANTED With investment. MAN, preferably with insurance license and general business experience who would be interested in purchasing old established business in Los Angeles, doing gross of \$250,000 annually. Will give trial and teach during summer. \$10,000 necessary to handle deal. P.O. Box 317, Cathedral City, Calif.

COUPLE—Cook, houseman maintenance. July and August. Lake Arrowhead estate. Salary open. References last place required. Address Mrs. Main, 1033 S. Hope St., Los Angeles 15.

A COOK and kitchen staff for the summer months at Kenn olyn Camp for Boys and Girls in the Santa Cruz Mountains. Write Box 55, Soquel or telephone Santa Cruz 23W-2. References required.

MAN or Woman for summer to take charge of office. One with insurance license preferred. Salary and commission. Write 8526 So. Figueroa St., Los Angeles.

ADDRESS and mail postals. Make over \$50 week. Send \$1 for instructions. Lodo, Watertown, Mass.

WHITE woman dinner cook, steady, at Newport Beach. Apply Lido Park Cafe, 2801 31st St., Newport.

Business Opportunities 29

FOR LEASE—Completely equipped beauty salon, 882 North Palm Canyon Dr. Apply Ambassador Hotel.

14 Business & Financial

MONEY WANTED on First & Second Trust Deeds paying from 6 to 10% Interest. Sheptenko, 475 N. Palm Canyon Dr. Phone 2727.

TRUST DEEDS BOUGHT, SMALL DISCOUNT, PRIVATE PARTY. WRITE J. NAGLER, 330 N. ALFRED, LOS ANGELES.

AVAILABLE—\$10,000 from private party, on real estate. Write Box B12, Desert Sun.

Lots & Acreage 33

10 MINUTES from Post Office, 16 1/2 acres on Ramon Rd. \$12,000. Also Araby lot No. 15 \$1500. Your broker or Nordholm, 419 Griffith Way, Fresno.

BY OWNER, lot in El Mirador estates 121x135, 2 water shares, underground utilities, \$2750. Ph. 6555.

1 1/2 LOTS Indian Trail tract, Calle Fierro, \$2200. Good residential district. Phone Riverside 6532-J.

CHOICE lot Araby Tract, \$3250. Newton, 1837 N. Cherokee, Hollywood 28.

2 LOTS, corner Hiway 99—Highland Business Zone. Owners, P. O. Box 942, Belmont.

Real Estate—For Sale 35

Cathedral City

1 BEDROOM home nearly completed in Sun Air tract, in good television area. Consider these features! Large lot, plaster and stucco construction, mahogany cabinets, Formica drain, tub and shower, Arcadia type steel sliding door, Sisolation insulation, Western Holly wall furnace, cage type cooler—vented, aluminum sash windows, Tropical roof, utility house, over 1059 sq. ft. under roof including carport and porches. All these QUALITY FEATURES, and still priced at ONLY \$8950 WITH TERMS. BETTER HURRY!

2-BEDROOM home, plaster and stucco. Flagstone fireplace, detached 2-car garage, also utility house and extra sleeping room. Large cooler. Will take \$1500 down.

ONLY \$10,500. Small down. SO EASY TO OWN, so much to enjoy in this nice 3-bedroom desert home. Frame-stucco, ceramic floors, shingle roof, radiant heat, garage. COME AND SEE IT TODAY!

CASH OUT. Fine 100x105 lot, smart address, \$1950. Attention Builders.

IF IT'S FOR SALE, HAROLD HICKS HAS IT

HAROLD HICKS

REALTOR
813 North Palm Canyon Dr.
Phone 2736
AND ASSOCIATES
Burnham Bigelow
Mildred Jackson—Ken Herman
BUYERS — VALUERS and
SELLERS — RESULTS
For Over 30 Years

OWNER MUST SELL

2-BEDROOM house, unit heat, ducted cooling, close in, south end. Just reduced to \$13,500, terms.

DUPLEX—2 bedrooms, 2 baths each apartment in good rental area. Only \$23,500.

6 UNITS—Excellent corner location. Priced at only \$35,000, terms.

Ralph Weinstein

REALTOR
256 1/2 So. Palm Canyon Dr.
Ph. 2884
Next to the House of Murphy

\$15,750. NEW—2 bedrooms, large living room, sliding glass doors, lovely fireplace. Lots of tile in bath and kitchen. Fully plastered oversize garage. Quality built throughout.

\$10,000. INITIAL Cash investment will buy a home, plus independent income. 7 Units—Near Hotel, \$35,000 full price.

\$7850. 2 BUSINESS Lots on No. Palm Canyon Drive.

TO CLOSE ESTATE
MAKE offer on well furnished home—South part of Village. Priced below Market.

Munholland & Co.

1059 North Palm Canyon Drive
Phone 3673

DELUXE NEW DUPLEX

FRONT has 2 bedrooms, extra large living room, fireplace, forced air furnace and air conditioning. Lots of tile, G. E. electric dishwasher, breakfast bar, sliding glass doors. Other side—large 1 bedroom apartment. Private patios, double garage, room for 3 more. \$24,500. OPEN, 270 No. Sunrise Way. Owner, phone 7564.

OWNER SACRIFICING
RANCH Type home in finest location. 3 bedrooms, 2 baths, plus maid's room and bath. Has all the comforts and much charm for a discriminating buyer. Built in '48. Sacrificing at \$28,500 with carpets and drapes. Available furnished. Terms if desired, 1229 S. Riverside Dr. Ph. owner 3786.

WILL turn over my equity in Palm Springs Outpost Estates home to reliable family who can qualify for and will assume unpaid balance. Box 190, File B-2.

4-BEDROOM home. Lot 70x180. Large shade trees. Will take trailer as part down payment. Full price \$9800. 1549 E. Acacia, Hemet, Phone 7711.

BY OWNER, 2 bedrooms, 2 baths. View lot 106x175, \$13,500. 2427 Tuscan Rd. Inquire 575 W. Raelquet Club Rd. Ph. 4848.

Business Directory


<p>AMBULANCE SERVICE</p> <p>WIEFELS & SON 650 Vella Road Palm Springs, Phone 2977</p> <p>SUNSET CLEANERS 310 N. PALM CANYON DR. ART WILLS New Owner Only the Finest Cleaning and Pressing. We operate our own plant. Special Daily Service if Desired. Also Pick-up and Delivery Service. PHONE 5242</p> <p>BUILDING SERVICES</p> <p>J&S Paving Co. Asphalt Paving — Roads Driveways — Parking Areas Concrete Curbs, Walks, etc. Serving the Entire Desert Area at Reasonable Prices OFFICES and YARD Highway 99 Below Cabazon SAM JANIS, Gen. Mgr. Ph. Banning 4215 - Box 74</p>	<p>AUTO SERVICE</p> <p>ONE STOP Car Check Up and Paint Job Front End Alignment and Wheel Balancing Palm Springs' Favorite Harold Smith Garage 240 E. RAMON ROAD PHONE 2131</p> <p>HOUSE CLEANING</p> <p>MAY WE HAVE THE HONOR OF Closing & Maintaining your HOME this Summer? PALM SPRINGS HOUSE & WINDOW CLEANING CO. Vern Baumgardner Phone 4247 210 East Amado</p> <p>BUILDERS SUPPLIES</p> <p>BUILDING SUPPLIES "To Meet Your Every Need" DILL Lumber Co. Open 'til Noon Saturdays Guy R. Kremer, Mgr. 691 INDUSTRIAL PLACE off Sunny Dunes Phone 2758 and 2759</p>
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Why good water creates rare flavor

The ARTESIAN WATERS of certain European localities have long been famed for their exceptional capacity to extract the most desirable, highly elusive flavors from hops and grains during the brewing process.

The famous artesian wells on the property of the Olympia Brewing Company provide a faultless brewing water of this same type. This water makes it possible to produce a beer of exceptional flavor, constant purity and unchanging quality. Try Olympia and discover why "It's the Water" that is so important to flavor.

Enjoy OLYMPIA "It's the Water"



Visitors always welcome between 9:30 and 4:30 every day.
Olympia Brewing Company
Olympia, Washington, U. S. A.

*Trade Marks Reg. U. S. Pat. Off.

Real Estate—For Sale

Real Estate—For Sale

Real Estate—For Sale

Apartment for Rent

Houses for Rent

Building Supplies

3b—The Desert Sun

BEAUTIFUL HOME

3 bedroom, 3 bath home within walking distance of all shops, located on corner commanding excellent view. This is a home for gracious living, the furnishings are exceptionally fine and include a grand piano. Price greatly reduced and can be purchased on easy terms.

PRODUCING RANCH

180 acres planted to cotton, 4 year old Thompson seedless grapes and pink grapefruit, fine well and excellent piping system. 2 Duplex apartments with all living facilities, 3 car garage, small guest room, repair shop and implement shed. All machinery, equipment, houses and crops can be bought for only \$1500 per acre. Nothing like it in the area.

Muriel E. Fulton—Realtor

Associates: Frances Wilson—Ernie Dunlevie—Frances Elliott
New Location: Oasis Building—125 South Palm Canyon Drive
Telephones
Offices 2225 Residence 2266

MAY SPECIALS

NEW DE LUXE Duplex. One unit makes fine home. This has large living room with fireplace, 2 bedrooms, tiled bath, glassed in tub, and General Electric dishwasher sink. Other unit will provide income. Consists of large living room, one bedroom, Youngstown kitchen, tiled bath. Room for three more units.
\$24,500

VACANT INCOME. Highway frontage in finest hotel development. A special buy at \$19,500

RESIDENTIAL LOTS: Beautiful sites for as little as \$1250.

JAMES W. HAMMOND

REALTOR
875 N. Palm Canyon. Ph. 5373

Associates:
ESTHER HAMMOND
LISA H. JONES
EVE MORGAN

For Industrial Property
See John Williams
Will lease or build to suit

4-BEDROOM, 3-bath home on 4 view lots, newly furnished. \$45,000.

3-BEDROOM home unfurnished. \$12,500, low down payment.

FINE corner lot—Little Tuscany—\$3500.

10 LOTS for builder, wholesale price \$10,000.

APPROXIMATELY 15 acres within city limits, ready for subdivision, \$800 per acre.

SEE
John W. Williams

Realtor
or Associates
Claude W. Gottbeuet
Roslyn Lang
423 No. Palm Canyon Dr. Ph. 3311

SMART BUYS

IN

Rancho Mirage

NEW 2-bedroom pumice block house. Fireplace, duct cooling, unit heat, large hillside lot. Price \$13,000, terms.

FURNISHED duplex, 1 bedroom, 1 bath, fireplace—each apartment. Good rental area. \$12,500, terms.

Estella C. Ewart

71-409 Highway 111
Phone 8-4203 or 8-3112
Or any Palm Springs Realtor

MUST SELL!

2 BEDROOMS, 1½ baths, ARTISTIC TASTE in modern architecture, panoramic view, beautiful landscaping, heated swimming pool, other interesting features. 3 years old, exclusive location overlooking city. Furnished \$29,500—unfurnished \$27,000, terms. OPEN FOR INSPECTION DAILY 1-5.

240 Crestview Drive

ADOLPH ISRAEL

REALTOR
EXCLUSIVE AGENT
Ray Miller—Associate
671 N. Palm Canyon Drive
Phone 2981

ATTENTION!

Brokers and Others

SEE AT 625 Palo Verde or phone owner at 4488. A well planned family home. Large living room, dining room, full Youngstown kitchen, 3 bedrooms, large closets, 1½ baths. Central heat, cooling system to each room, large garage. Finest construction. Many fine features. Lot 110x135. Price \$17,500.

SECURED hillside home, completely furnished. Also guest cottage. 2415 Araby Drive. Shown by appointment. Price \$26,250, half cash. Phone owner 7127.

FURNISHED 2 bedrooms, on reservation. No. El Segundo. \$3500. Ph. 4362 or 5890.

BUY NOW

ARE YOU handy with the hammer and paint brush? If so, then see this! It needs both—but with imagination and a little work you can have a cute little cottage a half block from Indian ave. Use it for the season or year round—it's air conditioned. Price \$5500.

WELL WORTH the money! 2 bedrooms, partially furnished. Neat, well kept lawn, fenced, garage. Walking distance to center of town. Price \$6500.

COMPLETELY FURNISHED—Older home, south end location. 2 bedrooms. Rented until October. Price \$12,500.

EL MIRADOR PARK—2 remaining new homes—drastically reduced. See them today. All reasonable offers considered. HOMES OPEN DAILY.

SUMMER RENTALS
2 AND 3 bedrooms, \$75 to \$125 month.

THERESA PRESS

Realtor
420 So. Indian Ave.
Phone 5282 or 5691

AUCTION

2 BEDROOM Bungalow Furnished, located in RANCHO MIRAGE.

Auction on the Premises

Sunday, May 10th, 2 p.m.

SOUTHEAST CORNER OF MIRAGE and SAN JACINTO STS. in RANCHO MIRAGE Overlooking THUNDERBIRD COUNTRY CLUB. Modern 2-bedroom Completely furnished Bungalow as a whole for one price. Approximately 1/2 of an acre Corner. OPEN FOR INSPECTION Saturday, May 9th from 1 to 5 p.m. and SUNDAY from NOON to TIME OF SALE and AUCTION. Possession at the close of ESCROW. Terms cash over loan of approximately \$5500.

Dean S. Bedilion, Auctioneer
"Real Estate Specialists"
Quick Cash for your property
For further information
4119 West Olympic Blvd.
Los Angeles
Webster 3-9179

SAVE \$4600

PRICE reduced if sold in two weeks. Your opportunity to really save money on this truly beautiful new home. A-1 construction. Excellent south end location, magnificent view all around. Home has 3 spacious bedrooms, 2½ baths, master bedroom, living and dining rooms have sliding glass doors opening onto patio and swimming pool. Unique fieldstone fireplace, barbecue and planters. A dream of a kitchen, cupboards galore, equipped with new stove and refrigerator. Corner lot completely walled, sprinkling system. Price was \$34,500—reduced to \$29,900. Don't miss seeing this home at 792 Mesquite Ave. OPEN DAILY.

Owner—925 Paseo El Mirador
Phone 5691 evenings

DON CAMERON

SAYS
YOU CAN HAVE YOUR CAKE AND EAT IT TOO

A Desert Home with Income
\$22,500. THREE units on half the lot, build your home or additional units on the other half. Present income \$2100 year.

\$13,500. TWO bedrooms, extra convertible room, walled and fenced, lot 150x250, landscaped, draped with w. to carpeting in L.R., beautiful location.

DON CAMERON, Realtor
Sally O'Neill—Isabelle Cameron
71-843 HiWay 111 in Rancho Mirage
Ph. Palm Springs—8-4932 or Palm Desert—76-3961

GOOD MAN GONE WRONG

BUT you will benefit if you will ask about this 3-bedroom, 2-bath home at ONLY \$13,975. Take advantage of this—call

Gannon Realty
463 N. Palm Canyon Drive
Phone 2772

Peter B. Sheptenko

AND ASSOCIATES

OFFER THE BEST BUYS IN PALM SPRINGS REAL ESTATE

CHARMING 1 year old, 3-bedroom, 2-bath home. Fine South location, furnace heat, 2-car garage, lot 100x103, walled, beautifully landscaped; a good value at \$26,500.

SPARKLING, MODERN, Ranch Type, FINE LARGE POOL, 2 bedrooms in main wing and 2 bedrooms in attached guest wing. Appealing large ranch kitchen beautifully decorated, light mahogany cabinets. Extra large fenced and landscaped lot. TV ALREADY IN. Drastically reduced to \$24,500. Terms available.

EXCEPTIONAL NEW HOUSES LOTS 100x100, 3 bedrooms, 2 baths, double garages. Natural colored rock roofs. Approximately 2100 sq. ft. under roof. Forced air heat, Swedish fireplaces. All steel kitchens. Many desirable and attractive features. \$19,950 each. Very good terms available.

3 BEDROOMS, two full baths. Large living room with fireplace. Asphalt tile in bath-rooms and kitchen. Vented cooling system. Large lot beautifully landscaped. Reduced to \$12,500 unfurnished or \$13,500 furnished. Will take easy terms from responsible buyer.

LITTLE DOLL HOUSE
THIS new 2-bedroom home has forced air heating and cooling. Fine fireplace. Construction like a \$50,000 house, just isn't as big. A good buy at \$15,500

"POOL," 3 BEDROOMS, 2 BATHS. Landscaped and walled in. A Terrific Value at \$16,500.

IN LAS PALMAS
BRAND NEW, 3 bedrooms, 2 baths. Fine appointments not found in average home. Copper plumbing, colored fixtures, garage disposal, aluminum sash. Large completely walled in lot. Irrigation water. See it at 391 Stevens Road and make an offer.

A DESERT PARADISE
CONSISTING OF 5 bedrooms, 5 baths, penthouse and bath, 4-car garage, is EXQUISITELY FURNISHED, including inter-room communication and sound systems. Forced air heating and cooling. Large completely equipped swimming pool with glassed in patio.

REDUCED TO \$85,000
COMPLETELY FURNISHED AND READY TO MOVE INTO

5-UNIT APARTMENT
FURNISHED: HAS \$8000 SWIMMING POOL. Room for more units.

REDUCED TO \$45,000
Will take House as part trade

INVESTMENT OPPORTUNITY
OF A LIFETIME
56 ACRES ADJOINING AND OVERLOOKING Palm Desert and Famous Shadow Mountain Club. Well alone is worth over \$10,000. Will take \$40,000 and only \$12,500 down. Terrific subdivision possibilities.

17½ ACRES ADJOINING WONDER PALMS HOTEL AND TAMARISK COUNTRY CLUB. Finest date and citrus grove in the valley. Finest well in the desert. Reduced to \$80,000. Take \$20,000 down.

Peter B. Sheptenko

THE PIONEER REALTY CO.
OF PALM SPRINGS
475 N. Palm Canyon Drive
Phone 2727

ASSOCIATE BROKERS
Bill Colven Bill Heiser
Frank McCreedy Mike Jekyll

EXTRA SPECIAL

FURNISHED 5-bedroom, 5-bath home with swimming pool. Large walled, landscaped lot. About 1½ blocks to Farmers Market. \$45,000, terms. Will consider some trade.

CORA B. HYDE

290 No. Palm Canyon Dr. Ph. 5101 and evenings 2852

ATTRACTIVE 2-BEDROOM BANNING HOME FOR SALE BY OWNER

LIVING room 17x21, fireplace, Master bedroom 13x17. Hardwood floors, lots of tile. Lot 65x135. Air-conditioned, walled in patio, landscaped, sprinklers. Many fine features. See by appointment. Price \$16,800. Phone 3911.

A REAL HOME
3 BEDROOMS, 2 baths, furnace heat, air conditioning, screened patio-porch, also outside patio and barbecue, sprinkler system. In preferred south end location. Completely furnished—\$18,000. Call 2011 for appointment. Courtesy to Brokers.

10 ACRES level desert land 1/4 mile of Thunderbird Country Club. Total price \$32,500, includes 2-bedroom ranch home, 2-car garage, guest room, duplex, wells. Will trade. Low down payment. Terms. Ph. Owner 8-3398.

NEW 3-bedroom, 2-bath home. Furnished. Many added features. Heated pool. Yard completely enclosed. Price down from \$43,000 to \$39,500. Good buy. Ph. 7871.

WILL take first trust deed up to \$15,000 as down payment on my fine, furnished home. Small balance like rent. Box 190, File C2.

NICHOLS EXCLUSIVES

SEE THIS TODAY! Beautiful ultra modern home on corner lot. Exquisitely furnished. Hardwood floors throughout. High living room and bedrooms with view windows. Colored tile in all bathrooms. Dressing rooms—floor to ceiling mirrors. Big reduction to \$69,500 including swimming pool to be built by owner.

BARGAIN HOME on So. Calle Marcus! Go by 1065 SO. CALLE MARCUS and Mrs. White will show you her beautiful new home for only \$22,000. Terms to suit.

THIS 3-BEDROOM home on large lot with irrigation water will not last long at only \$2500 down. You will be surprised when you ask the full price.

SOUTH PALM CANYON DRIVE frontage. South of Richfield Service Station, 50x129, zoned C-2. Asking price \$25,000.

SEE US FOR LOTS RANCHES HOUSE RENTALS

Culver Nichols

REALTOR
821 N. Palm Canyon Drive
Phone 2182

ASSOCIATE BROKERS
Al E. Hoover
John Bernet Bob Stanley

Over 20 Years
In Palm Springs

Exchanges

FAWNSKIN (BIG BEAR)
OUR client owns a beautiful 3-bedroom home which he will

TRADE FOR
2-bedroom Palm Springs home. The Big Bear home has own electric equipped well, 2-car garage, fireplace and dock. Beautiful large trees on 3 large lots. Phone or write Davis, 3953 Market, Riverside. —12-868.

TRADE
RETAIL shopping center—10 stores all leased. Good corner. Want Coachella Valley Ranch. 80 ACRES—40 in grapes, 40 in alfalfa. Want motel or other income.

OTHER TRADES AVAILABLE
COACHELLA VALLEY REALTY CO.
Hi-way 99 at King, Indio
Phone 7-3116 or 9-3961

LET'S TRADE

LET US EXCHANGE WHAT YOU HAVE FOR WHAT YOU WANT

Peter B. Sheptenko
THE DESERT TRADER
475 N. Palm Canyon Drive
PHONE 2727

WILL trade for large modern trailer—R-3 lot, half block off Ramon Rd. Utilities in. Write Box 384, 29 Palms, Calif.

HOTEL on Palm Canyon Dr. Will exchange for Los Angeles or vicinity income. Phone 9053.

WANTED—Income units up to 12 units. Reliable party. \$10,000 down. Reply Post Office Box 37, Palm Springs.

FOR BEST RESULTS List Your Property With Adolph Israel Realtor, 671 N. Palm Canyon

BUSINESS man will care for house with pool for summer. Reasonable rent. Ph. 7844 after 6 p.m.

LOT or equity in residence on large house trailer. Watkins, 1065 E. Ramsey, Banning.

FINE single and double offices available in Modern centrally located Business Building at \$60 and \$100 per month. HAROLD HICKS. Phone 2736. 813 N. Palm Canyon Drive.

ROOMS for Rent
OPPORTUNITY to share lovely home with young lady. \$35 month. Summer rates. Privacy assured. Ph. 5697.

For Sale or Rent
595 CALLE PALO FIERRO. 4 bedrooms, 3 baths for rent or option to buy with small down payment to right party. Now vacant, ready to move in. Ph. 3743.

Apartment for Rent
3-ROOM apartment on Calle Rocca. Very low price. Ph. 4362 or 5890.

DUPLEX apartment. Summer rates or yearly lease. Walking distance. 562 Calle Ajo.

COMPLETE 4-room lovely apartment. Outdoor living quarters. \$100 month. Ph. 2842.

\$35 WEEK, \$100 month up in center Hollywood for your summer vacation. Ph. 9053.

WILL LEASE

TO RELIABLE tenants my 3 large separate apartments. Large living room, dinette, bedroom. Air conditioned, completely furnished. All year round gardener Sunducks and patios. All utilities paid. No pets. May 1st to Nov. \$65 & \$75. 336 Paseo El Mirador. Ph. 4687.

CHEERFUL, air cooled rooms with private bath, swimming pool, tennis courts, all recreational facilities. Special rates to Nov. 1st. Inspection invited. DEL TAHQUITZ HOTEL. Phone 2121.

NOW leasing for '53-'54 season. Summer storage accepted. Single rooms, bachelor, 1 and 2-bedroom apartments. Air conditioning. Maid service and utilities. Phone 2761. Write Box 190, File B-5.

SUMMER RATES
AVAILABLE May 1st to Nov. 15th. Kitchen studio apartments for 2 or 4 persons, also hotel rooms with baths. Air conditioned—Swimming Pool, maid service. Phone 2448.

ATTRACTIVELY furnished 1 and 2-bedroom apartments. Summer rates. Air-conditioned. Phone 528 So. Camino Real, corner Ramon Rd. Ph. 2837.

NEW 1 bedroom apartment \$50 and \$65. Phone 2461 between 11 a.m. and 1 p.m. and 6 and 7 p.m.

DUPLEX—3 rooms and bath. Nicely furnished, refrigerator, washing machine, cooler. \$65. 500 E. Amado after 1 p.m.

SMALL apartment furnished. Separate entrance, telephone, pool, barbecue, sundeck. Ph. 7864.

FURNISHED modern 1 bedroom duplex, patio. Reasonable on yearly lease. 1363 E. Ramon Rd. Ph. 6689.

1 BEDROOM apartment, attractively furnished, air cooled. Month or season. \$80 Camino Parocela. Ph. 3448 or 4756.

MODERN, clean, apartments. Summer rates. Weekly or monthly. Pacific Apartments. Ph. 9055.

LOVELY apartment. Redecorated, air conditioned. \$45 per month 'til Sept. 1st. 291 Athel St.

GRANADA HOTEL—Summer rates. Air cooled. In the heart of the Village. Day, week or month. 259 N. Indian Ave.

\$250 DAY, \$1250 week, \$50 month up. Center of town. Use of swimming pool, lounging patio, outdoor games. Ph. 9053.

FURNISHED rooms and apartments. Private entrances, and baths. Summer rates. 954 E. Ramon Rd. Ph. 3013.

FURNISHED apartment for summer or by year. 503 Calle Palo Fierro. Phone 7525.

FURNISHED modern apartments. Utilities paid. Reduced rates. 493 Mel Ave. Phone 4686.

FURNISHED studio apartment, seasonal or yearly. 1419 San Jacinto Way. Phone 5178.

1 AND 2-BEDROOM apartments. Private pool and patio. Summer or year. 970 Parocela Place.

\$25 WEEK and up. Near Bullock's. Child okay. 296 So. Palm Canyon Dr.

Houses for Rent

SUMMER RENTAL
SOUTH LAGUNA, CALIF.
3-BEDROOM grand view home, 1½ blocks to beach. Large hedged yard—garage. See Gibson, 457 N. Palm Canyon Drive. Phone 2842.

UNFURNISHED triplex, brand new, wonderful location. Rental \$90 per month. Adults only. Yearly lease. Immediate occupancy. Call 2816.

UNFURNISHED guest type house. Large living room with fireplace, bedroom, kitchen and bath. \$75 month on year's lease. Ph. 2182.

SUMMER RATE—2-bedroom bungalows. Large living room and kitchen. Attractively furnished at Vista del Oro, 261 Ave. Ortega or 9905.

HOUSE—4 bedrooms, 2 baths, large living room. On highway near Thunderbird. By year. \$150 month. Ph. 4362 or 5890.

LEASE. Unfurnished 1 bedroom dream house. Close in, to permanent couple. \$80 by the year. Call 5273.

UNUSUAL 2-bedroom extremely cool house. Beam ceilings, walled patios, quiet. \$100 month year's lease. Ph. 6338.

CLOSE in, near 327 So. Calle Santa Rosa. Nicely furnished house for 1 or 2. \$35 month.

BEAUTIFULLY furnished house. 2 bedrooms, 2 baths. Short or long term. Ph. owner 2445.

2-BEDROOM furnished house. June 1st to October 1st. Walking distance. 565 Calle Ajo.

SMALL rear house furnished. \$40 per month. 536 Plaza Amago.

NICE 1 bedroom furnished stucco

home, twin beds, charming studio living room, huge dressing room, modern kitchen and bath. Free phone use and TV. One teen age child O.K. One block to central business district. \$65 month for summer or yearly rate. Call 8-3251. Office at Desert Realty, 615 Broadway, Cathedral City.

2-BEDROOM, 2-bath house opposite OD'onnell Golf Course. Furnished \$125 on yearly basis. Business license allowed for doctor or professional man.

John W. Williams

423 N. Palm Canyon Dr. Ph. 3311

Summer Rentals

COME to Banning. Make your arrangements now. We have a fine selection.

BANNING REALTY CO.
68 So. First St. Phone 4044

FURNISHED cabins in shade of the big oaks, \$35 to \$50 per month. Also cabins by day or week. Trailer space on a 2000-acre ranch. You're not crowded here. Finest all year climate, good water, Ballinger's Ranch, 11 miles south of Hemet. Highway 79.

MY 2-BEDROOM, 2-bath furnished house. Patio, terrace, central, fine view. June, July, August, \$650. June 15th to Sept. 15th, \$750. Box 544, Laguna Beach. Ph. 4-1726. References.

UNFURNISHED, 2 bedrooms and 2 baths. Hardwood floors. Large screened in Lanai, nice walled in yard. Will lease for 1 year at \$135 per month. Call 2506 after 12 o'clock. 1375 San Jacinto Way.

FURNISHED Guest House, 3 bedrooms, lounge, kitchen, large pool; on beautiful estate. \$125 monthly 'til September. Phone 7251.

Household Goods

GOOD AND BAD FURNITURE
WROUGHT iron dining group, hammered leaf design, frosty pink, 48-inch glass top table, chairs upholstered in turquoise plastic—complete \$199.50. 2-piece wrought iron sectional group, hammered leaf design, \$125. Wrought iron upholstered bed divans from \$139.50. One group of tall table lamps with large shades, \$9.95 each. Odd upholstered chairs—close outs—\$12.95 up. Chrome extension dinette tables, Formica tops, \$39.95. Chrome and plastic dinette chairs, \$8.95 each. Unfinished Captain's chairs, \$8.95 and \$10.95. Wrought iron upholstered bar stools, \$14.95.

TRADE in your old furniture or mattress on new—today!

Maher Furniture

6 Miles Out Indian Ave at North Palm Springs
Phone D.H.S. 156

REFRIGERATOR—A late model

Miss Ward Celebrates Seventh Year at Palm Desert

Responsible for
Over 2 Million
in Development

Miss Edith Eddy Ward, real estate broker, specializing in Palm Desert properties, celebrated her seventh year in business there last week and the second year she has been in her modern new office on Highway 111.

The observance marked a milestone in a successful real estate career, she having been responsible for more than \$2,000,000 worth of development of Palm Desert homes, income and commercial properties.

MISS WARD became associated with Palm Desert Corporation when the planned desert community was opened by Clifford W. Henderson. Through her sales efforts she had a share in its remarkable growth. Later she opened her own real estate brokerage business, continuing to specialize in Palm Desert properties.

Confirming her faith in the future of Palm Desert Miss Ward built one of the first homes here. It was later sold and used as the nucleus around which the Sun and Shadow hotel was built. She subsequently built another home in Palm Desert which she occupies with her mother.

SHE HAS BEEN active in the social life of the community and her home has been the center of many social functions.

Miss Ward's talents in the real estate business are the result of years of experience including the depression period when, as she explains it, she had to drive prospects 200 miles to Cambria Pines, feed them lunch and return them to their homes in California homes in the hope of them buying a \$200 lot.

AFTER THIS TRAINING, Miss Ward explains, anything was easy. Long before this, Miss Ward's training was started when her parents, the F. J. Eddys, were early pioneers in the Imperial Valley and were among the first three families to buy in the town of Van Nuys in San Fernando Valley in 1910. Concluding 18 years with the Cambria Development company, where she rose from stenog-



rapher to vice president, she left to become affiliated with the Palm Desert corporation.

In the last four seasons since she began her own real estate operation Miss Ward has sold more than \$2,000,000 in Palm Desert homes, lots, Sun lodges and income property.

She attributes her success to the fact that she helps her clients buy rather than merely attempting to sell them.

A few of the people who have bought their Palm Desert homes and property from Miss Ward are:

Millie Mitchell, cattle queen of the Sierras and first person to buy in Palm Desert.

E. W. Stewart, president Catalina Swimwear.

Tom Brown, president Tom Brown Chevrolet, Burbank.

Charles Milliken, president Milliken Chevrolet, Culver City.

Robert Crocker, president Beach City Chevrolet, Long Beach.

Bert Morris, president Bert M. Morris company, manufacturers of desk top equipment, Los Angeles.

J. F. O'Connor, Lincoln-Mercury dealership in Hollywood.

Glenn McCormick, owner radio station KSLM, Salem, Oregon.



Edith Eddy Ward, in her seven years at Palm Desert, has handled many realty transactions. Above, she is shown with Van Johnson, Clarence Brown (MGM director), Dinah Shore, George Montgomery; Left, with Mrs. Robert Crocker, Sallye Lasiey. At the right, with Mr. and Mrs. Ed Reichert, home owners.



and KROE, Eugene, Oregon.

Joseph Moon, retired vice president of the American Appraisal company, Milwaukee, Wisconsin.

Herbert Pritzlaff, formerly of

Pritzlaff Wholesale Hardware, Milwaukee.

Robert B. Owen, president C. A. Owen Incorporated, investments and property management, Los

Angeles.

Jason Joy, former public relations director for Twentieth Century-Fox corporation, Los Angeles.

Earl Gilmore, owner of Gilmore Stadium and Farmers Market, Los Angeles.

Clarence Brown, MGM director, George (Gabby) Hayes, movie,

radio and TV star.

Brian Donlevy, movie, radio and TV star.

Henrietta Werder, owner of Gourmet restaurant in Holly-

wood.

Willard H. Durham, retired chairman of department of English at Berkeley.

Robert G. Meyler, Los Angeles engineer.

SEVEN YEARS

--- and \$2 Million Later

THIS RECORD of accomplishment testifies to the phenomenal growth of Palm Desert. This solid growth reflects the development of, home, business and income properties handled by Edith Eddy Ward during this period. This accomplishment is based on the fact that we help our customers buy rather than attempting to sell them.

Nothing Supplants Experience

Our knowledge of property values at Palm Desert, one of the fastest growing communities in Southern California, stems almost from its inception. It is all at your disposal in the selection of that home you have been seeking on the desert ... as well as business and residential income properties.

THIS IS OUR Second Anniversary in our new modern real estate office. We invite you to stop in for information about Palm Desert properties and accommodations, or Shadow Mountain Club membership.

"Our Time Is Your Time"

Meticulous care in finding just exactly what you desire in a home or property is our sincere desire.

EDITH EDDY WARD

Specializing in Palm Desert Properties



EDITH EDDY WARD

Home, Rentals,, Income, Commercial
Property and Resales of

SHADOW MOUNTAIN ESTATES

73-667 Highway 111
Palm Desert

Phone 76-3431
Palm Desert

The Business People of
Palm Desert congratulate
Edith Eddy Ward for her
contribution to the
development of the
community.

Palm Desert Pharmacy, Charles Hughes owner
Hackborn's Barbecue & Patio Shop
Lyon's Plumbing
Hollenbeck Electric
Fnu-N-Sun Shop
Jerry Malone's Union Oil Station
Evelyn Hackborn, Interior Decorating
Jean Harlow Bello, Antiques Ltd.
Palm Desert Adobe,
Vern & Lorraine Peck and the Harold Smiths
Sun & Shadow Hotel
Fred Talbot, owner & C. M. Carroll, Mgr.
Larrea Lodge, Eric Burquist, owner
Shadow Mountain Terrace
Henrietta Werder, owner
Twin Palms Apartments
Mr. and Mrs. R. C. Sturgeon, owners
Harris Apt., Mr. and Mrs. Neal Harris, owners
John P. Mayer, Draftsman & Designer
Peggy's Palm Desert Beauty Shop
Palm Desert Liquor Store, Major Slater, owner
Angelo's Palm Desert Inn-Restaurant
Carpenter's. Furniture & Appliances
Kincaide Nurseries
Valley Lumber & Supply
Palm Desert Little Theatre
Clay Stearns, Real Estate
Bob Ellsworth, Real Estate & Insurance